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The word underlying the Sony Computer Entertainment America (SCEA) press conference Monday night was "value." SCEA president and CEO Jack Tretton opened the show by celebrating Sony's current game devices and announcing the holiday 2013 release of the Sony PlayStation 4 (PS4) console. Tretton then went on to outline the many features that gamers can look forward to: the new console's power as a multimedia device, remote Wi-Fi functionality, access to millions of songs and videos, and 85 game titles launching this year across Sony's various platforms.

CONTINUED ON PAGE 4

FRESH FAVORITES

NINTENDO OF AMERICA'S BELOVED CHARACTERS DELIGHT AND ENGAGE

In a stunning showing at the 2013 Electronic Entertainment Expo (E3), Nintendo of America Inc. introduced several new games featuring its many iconic characters, and provided details on additional upcoming titles.

Mario, the lovable plumber-turned-hero, remains a driving force within the Nintendo universe, and the company will use his endearing star power to launch a pair of notable releases within the next year. *Super Mario 3D World* is the Wii U follow-up to 2011's Nintendo 3DS hit *Super Mario 3D Land*, and it features a similar blend of classic *Super Mario* action-platform gameplay mechanics and dynamic 3D camera

CONTINUED ON PAGE 6



PUMPED UP

UBISOFT ENTERTAINMENT WOOS WITH EXTENSIVE LINEUP



Assassin's Creed IV: Black Flag

Hosted by the inimitable Aisha Tyler, Ubisoft Entertainment's E3 press conference showcased a bevy of exciting new titles, in nearly every genre, offering a tantalizing taste of the company's action-packed titles for the coming year.

The show opened with Alice in Chains' lead guitarist Jerry Cantrell playing the solo from "Man in the Box" and pumping up the crowd. Cantrell then demonstrated *Rocksmith 2014 Edition*, the upcoming installment of the popular game series that teaches real-world guitar skills. New in *Rocksmith 2014 Edition* is "session mode," which allows players to add backup musicians to any track, simulating a jam session with a real band. Cantrell

CONTINUED ON PAGE 8



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Next, Tretton highlighted the upcoming slate of games set to release for Sony's PlayStation 3 (PS3) and PlayStation Vita (PSVita) this fall. Square Enix's *Final Fantasy X/X-2 HD Remaster*, as well as Take-Two Interactive's *Grand Theft Auto V* and *NBA 2K14*, were featured among the third-party offerings. Sony's own platformer *Puppeteer*, quirky *Doki-Doki Universe*, and melancholy adventure game *Rain* were in the mix as well, along with the cinematic psychological thriller *Beyond: Two Souls* (which stars A-list actors Ellen Page and Willem Dafoe) and the pulse-pounding racer *Gran Turismo 6*.

Tretton moved onto yet another big game: Warner Bros. Interactive's *Batman: Arkham Origins*, also due for PS3 this fall. This stylish prequel to the *Arkham* games pits everyone's favorite crime-fighter against supervillains Black Mask and the Joker. The clip left no doubt that the game is destined to generate even more excitement than the previous *Arkham* titles when it releases. PS3 *Arkham Origins* players will receive two exclusive character skins: Knightfall Batman and a retro Batman costume inspired by the 1960s television series starring Adam West. Sony wrapped this portion of the conference up with a couple previews of upcoming PS Vita titles: *Flower*, *God of War HD 1 and 2*, and a new downloadable chapter of Telltale Games' *The Walking Dead*, subtitled *400 Days*.

Following this, Andrew House, president and group CEO of Sony Computer Entertainment Inc., took the stage to introduce gamers to the PS4's powerful new features, including cloud-based technology and a robust system architecture. House followed this up with the moment that gamers had been

waiting for: a grand reveal of the console itself. The PS4 is a slim, segmented black parallelogram that almost appears to be moving forward in space.

In keeping with the theme of the PS4 as the multimedia device of the future, Michael Lynton, CEO of Sony Entertainment and chairman and CEO of Sony Pictures Entertainment, next took the stage. He announced that Sony Pictures is hard at work on a new PS4-exclusive programming access plan that will provide gamers with the movies and TV shows they want to watch. House followed up that proclamation to laud the PS4's Video and Music Unlimited services, both of which will be available on the console's launch day. House also revealed that the Redbox Instant movie rental service will be available soon for all PlayStation devices, as will Flixster and pay-per-view events via Sony's Live Events Viewer.

The momentum continued as Shu Yoshida, president of Sony Computer Entertainment Worldwide Studios announced a brand-new PS4-exclusive Sony franchise: a moody, steampunk-inspired action shooter called *The Order: 1886*. Co-developed by SCE Santa Monica Studio and Ready at Dawn Studios, the game takes players to a foggy, twilit London where simian monsters roam the streets. Following this, Sony showcased more upcoming games, including *Killzone: Shadow Fall*, *Driveclub*, *Infamous: Second Son*, and *Knack* — all set to release alongside the PS4.

Next up was a real-time PS4 tech demo from developer Quantic Dream, titled *The Dark Sorcerer*. Designed to show off the graphical power of the system, the demo began with an evil sorcerer's

fiery monologue and ended abruptly (and comically), revealing said sorcerer as an actor in front of a virtual green screen.

The company also emphasized its dedication to supporting independent developers and smaller games. Adam Boyes, vice president of third-party relations, announced an impressive list of upcoming indie titles, including *The Witness*, *Transistor*, *Don't Starve*, *Mercenary Kings*, *Octodad: Dadliest Catch*, *Secret Ponchos*, *Ray's the Dead*, *Outlast*, *Galak-Z: The Dimensional*, and *Oddworld: Abe's Oddysee New 'n' Tasty*.

Sony then revealed that Activision Blizzard's *Diablo III* will soon come to PS3 and PS4, and

major PS4 project is *Watch Dogs*, an action-adventure that revolves around the idea of information warfare. Both Ubisoft games are set to release this fall.

The last few minutes of Sony's presentation focused on spring 2014 releases, including Bethesda's *The Elder Scrolls Online* and Warner Bros. Interactive's upcoming *Mad Max* action game, based on the post-apocalyptic film series. Finally, Sony's Tretton took the stage once again and moved the audience to shouts and cheers by declaring that Sony supports ownership of disc-based games, and the PS4 will not require an always-online connection. As he put it, Sony's approach is to "Build the best gaming network in the world — a network, tuned to your preferences, that delivers entertainment unmatched in the industry."

To that end, Tretton stated that current PlayStation Plus memberships will carry over to PS4, and that upon the system's release, members will receive free access to *Driveclub Plus Edition*, as well as a free downloadable game every month. He also announced Sony's new relationship with developer Bungie and publisher Activision Blizzard, which are collaborating on the upcoming first-person shooter *Destiny*, coming to PS4 in 2014.

With so much exciting news, it hardly seemed possible that Sony could continue to surprise its audience — but it did just



Beyond: Two Souls

promised exclusive downloadable content for the *Uncharted* games and *Journey*. Following this, Square Enix's Tetsuya Nomura — director of *Final Fantasy XIII* — made a special video appearance to announce that the long-awaited *Final Fantasy XV* and *Kingdom Hearts III* will both debut on PS4. After that, Ubisoft's *Assassin's Creed IV: Black Flag* impressed the crowd with a demo featuring a raucous pirate village and a tense battle at sea. Ubisoft's other

that when Andrew House announced the PS4's \$399 price tag, prompting massive applause from the audience.

Coming out of this press conference, one thing was clear: Sony is excited. Excited about its new technology, its new games, and its new partnerships. Most of all, however, the company seems excited to do what it does best — give gamers exactly what they want.

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effects, which frame the action in new and interesting ways.

One significant advantage that comes with the game's move to a home console is the addition of four-player simultaneous action, wherein players can work together to complete the colorful stages, or battle it out to snag helpful coins and power-ups. *Super Mario 3D World* marks the first time that four-player gameplay has been included in a 3D-style Mario entry. The game also introduces a new collectible power-up, called Cat Mario, which turns the character into a frenzied feline that can pounce on foes and climb walls with ease. *Super Mario 3D World* will be released in December.

Early next year, Mario and his myriad compatriots will take to the track once more in *Mario Kart 8*, a new Wii U entry that implements a significant shift for the series – the ability to drive along walls and on upside-down roadways using an anti-gravity feature. The vibrant racing game builds upon popular elements from previous entries, such as the ability to race on motorbikes and glide through the air in certain track segments. *Mario Kart 8* features online play and integration with Nintendo's Miiverse social community, and is slated for release in spring 2014. Both *Super Mario 3D World* and *Mario Kart 8* are playable at Nintendo's booth.

Other Nintendo icons are also headed to the Wii U later this year, with *Donkey Kong Country: Tropical Freeze* freshly announced for a November release. Developed by Retro Studios, *Tropical Freeze* continues the series' sidescrolling, platform-hopping approach while adding in new features, such as

shifting camera angles and even more detailed environments. The game also allows cooperative two-player action, with both Diddy Kong and Dixie Kong selectable alongside Donkey Kong himself.

Meanwhile, a perennial fan favorite will receive a dazzling upgrade when *The Legend of Zelda: The Wind Waker HD* debuts in October. First released on the GameCube console in 2003, *The Wind Waker* is beloved for its cartoon-like, cel-shaded graphical effect. The gorgeous visuals will be amplified in the new Wii U release – which runs the game in high-res 1080p and implements new graphical shaders and textures for an even more crisp visual effect. *The Wind Waker HD* also adds new gameplay features, including interactions via the Wii U GamePad controller's touch screen, marking the original game's 10th anniversary in fine form.

Luckily, Wii U fans will not have to wait until fall to start enjoying new Nintendo experiences. Releasing in early August is *Pikmin 3*, an all-new entry in the company's popular strategy-action series, which finds players using the GamePad screen to command alien creatures performing various tasks. *New Super Luigi U*, meanwhile, thrusts Mario's green-capped brother into 80 side-scrolling challenges. The title will sell as downloadable add-on content for last year's *New Super Mario Bros. U* beginning June 20, and will also be available as a standalone retail disc on August 25. Then, on September 15, players can take command of dozens of cartoonish superheroes at once in the frenetic new action game



Donkey Kong Country: Tropical Freeze

The Wonderful 101, developed by Platinum Games.

Nintendo also has several other Wii U titles on tap for 2013 and beyond. *Wii Party U*, a multiplayer-centric collection of minigames, launches in October, while its popular fitness franchise will follow in December with *Wii Fit U*. The creative *Art Academy* will appear on Wii U at an undisclosed future date, with a trial version launching on the Wii U eShop this summer. Another notable Wii U title on the horizon is the eagerly awaited *Mario & Sonic at the Sochi 2014 Olympic Winter Games*, which pits characters from the *Super Mario* and *Sonic the Hedgehog* franchises against each other in sports-themed activities. No release date has been announced for the game.

Looking ahead to 2014, Nintendo offers Wii U players *Bayonetta 2* – a stylish and high-intensity action affair developed by Platinum Games – plus an open-world role-playing game tentatively titled *X*, which comes from *Xenoblade Chronicles* creator Monolith Soft.

Nintendo also made a big splash with longtime fans by revealing the first gameplay

footage from *Super Smash Bros. for Wii U* and *Super Smash Bros. for Nintendo 3DS*, both of which are due out in 2014. As with earlier titles, the games bring together fan-favorite characters like Mario, Link, and Samus Aran for four-player brawls. But the upcoming title will also introduce Capcom's legendary Mega Man as a new combatant, along with fighters from *Animal Crossing* and *Wii Fit*. Both entries are being co-developed by Sora Ltd. and Namco Bandai Games.

Owners of the company's current handheld systems also get several new games to keep them busy before *Super Smash Bros.* debuts next year. *Mario & Luigi: Dream Team* extends the role-playing series starring the brothers Mario, with missions that take place both in the waking world and within Luigi's dreams. The single-player adventure is developed by AlphaDream, and will be released on August 11.

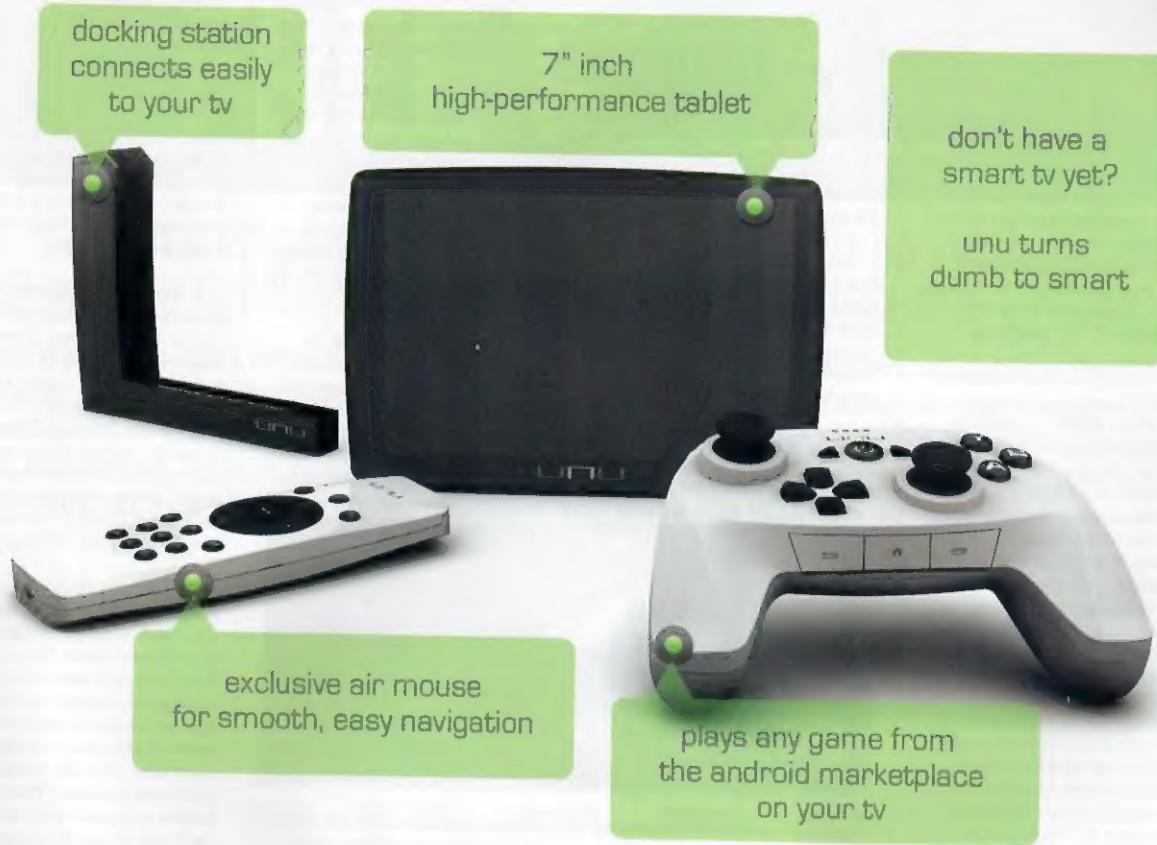
The immensely popular *Pokémon* series also returns this fall with *Pokémon X* and *Pokémon Y*, a pair of interconnected adventures that allow players to raise and interact with colorful creatures before utilizing them in battles against other players. Both titles introduce 3D visuals to the series, and allow players to better bond with their creatures via the system's bottom touchscreen. *Pokémon X* and *Pokémon Y* will debut worldwide on October 12. Later in the holiday season, Nintendo will ship *The Legend of Zelda: A Link Between Worlds* – a new follow-up to the Super NES classic *The Legend of Zelda: A Link to the Past* – as well as *Yoshi's New Island*, a platform-action game set across several distinctly stylized worlds.

After seeing its E3 showing, none can doubt that Nintendo's beloved franchises will be entertaining gamers on both the Wii U and 3DS for some time to come, with an array of creative experiences sure to delight its broad array of fans.



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South Park: The Stick of Truth

also showed off *Rocksmith 2014 Edition*'s extensive voice controls, and announced that an *Alice in Chains* track would be among those available for play in the new edition, due out for Xbox 360, PlayStation 3, PC, and Mac.

Following this, Tyler switched gears to showcase footage from a new title in the beloved stealth-action series *Tom Clancy's Splinter Cell: Blacklist*. Tyler confirmed that this latest installment of superspy Sam Fisher's saga will be the largest to date, featuring a lengthy single-player campaign, a cooperative mode, and the eagerly awaited return of the popular "Spies vs. Mercs" competitive multiplayer mode. *Blacklist* launches August 20.

And speaking of competitive multiplayer, *Rayman* creator Michel Ancel took the stage to preview *Rayman Legends*, an all-new platformer coming out September 3. This sequel to *Rayman Origins* builds on its predecessor's strengths with a new competitive mode, wherein players can challenge each other in a range of trials – all while basking in the lush, colorful style that the series has come to exemplify. *Legends* offers the largest *Rayman* game to date, with 120 levels, epic boss battles, and the chance to play many of the series' beloved signature characters.

Ubisoft then offered the audience more of the same humorous charm when it showed a clip of its new free-to-play multiplayer title, *The Mighty Quest for Epic Loot*. A combination of castle-building, fighting, and loot-hoarding, *Mighty Quest* promises a huge level of customization and interaction. In the game, players gather treasure and store it in their castles, then protect the treasure rooms with all manner of traps, monsters, and other nasties. At the same time, players choose and customize an alter ego "hero," with whom they can raid enemies' castles and protect friends' – or vice versa.

Gamers can currently register for the game's closed beta.

South Park: The Stick of Truth was next up, and received much applause from the audience. After a brief gameplay clip, the audience was treated to a short vignette. *The Stick of Truth* is set for a holiday 2013 release.

After this, Tyler introduced Ubisoft chairman and CEO Yves Guillemot, who emphasized the



company's excitement regarding the newly announced Xbox One and PlayStation 4 consoles. This was followed by a live gameplay demo of *The Crew*, courtesy of creative director Julian Gerichty. The demo opened up with a montage of a Chevrolet Camaro assembling itself, and its driver making a speedy getaway from the cops. Gerichty then showcased the game's persistent open-world features, wherein players form crews with their friends. Multiple players were on-stage, and joined up for an in-game mission in Miami – with each player manning different vehicles and playing different roles in the mission.

Next up, Ubisoft unveiled a video for *Watch Dogs*, the cyber-thriller that first made a huge splash at E3 2012. Set in Chicago, *Watch Dogs* is a surveillance-heavy action game in which the player takes on the role of a man who has the ability to access the electronic devices and records of anyone he wishes, and can hack into computer and security systems as well. The player becomes

this character – and in doing so, also becomes a vigilante. But the kind of justice players dispense is up to them.

Tyler took the stage once again to announce *Just Dance 2014*, which gives players of the popular series a host of new songs and routines, including those by Nicki Minaj and One Direction. In the trailer that Ubisoft debuted, it was revealed that more players than ever before – up to six at a time – can participate in dance routines, and even change songs mid-routine, to keep the party going indefinitely. *Just Dance 2014* will be available this holiday season for PS3, Xbox 360, Wii, Wii U, Xbox One, and PS4.

Switching gears, Ubisoft IP Business Development Director Adrian Lacey announced that the company is on the cusp of bringing its popular *Raving Rabbids* series to the television screen. This new show, *Rabbids Invasion*, will allow

latest in the company's marquee *Assassin's Creed* series, *Assassin's Creed IV: Black Flag*, due out on October 29 for Xbox 360, PS3, Wii U, and PC (with PS4 and Xbox One versions to follow later). Unlike previous *Assassin's Creed* titles, *Black Flag* focuses on naval life, allowing players to sail their own ship, discover hidden treasure, engage in ship-to-ship combat, attack forts, and explore a massive world. Ubisoft's all-new trailer showed protagonist Edward Kenway – a member of an ancient society of assassins – confronting a squad of soldiers at a bar, and then engaging in an epic naval battle and swordfight.

A short video featuring the *Trials* series of downloadable stunt-racing titles followed, announcing *Trials Fusion*, which is designed to interact with the *Trials Frontier* companion title for smartphones and tablets. The two *Trials* games will allow players to experience the series' outlandish racing antics, either from the sofa or on-the-go. Both games are set for release in 2014.

Ubisoft's press conference ended with the debut of a new online role-playing game from Massive Entertainment, *Tom Clancy's The Division*. Guillemot was joined on-stage by the game's creative director Niklas Cederström to announce the game, which is set in New York City following a pandemic outbreak. The game trailer's voiceover emphasized the threat of deadly viruses, and their transmission via innocent everyday objects, such as dollar bills. Ubisoft punctuated this and ended its spectacular show with a bang by dropping a shower of fake \$100 bills onto the enthusiastic audience, who – along with gamers all over the world – look forward to getting their hands on Ubisoft's new games in the coming year.



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Batman: Arkham Origins

WARNER BROS. INTERACTIVE SHOWS NEW SUPERHERO, LEGO, AND SCRIBBLENAUTS TITLES

FREE-TO-PLAY MMO *INFINITE CRISIS* ALSO ON HORIZON FOR 2013

Warner Bros. Interactive (WB) brings a roster of super-charged superhero-related games to E3 this year, including *Scribblenauts Unmasked*, *LEGO Marvel Super Heroes*, *Batman: Arkham Origins* and *Batman: Arkham Origins – Blackgate*, and *Infinite Crisis*.

Scribblenauts Unmasked, due out this fall for Wii U, Nintendo 3DS, and PC from developer 5th Cell, puts a stronger emphasis on narrative than is typically offered in this unique puzzle-action series. This time, protagonist Maxwell treks through iconic DC Comics universe locales like Gotham City and Metropolis to aid Batman and

Superman as they fend off The Joker, Lex Luthor, and many other iconic DC villains.

LEGO Marvel Super Heroes has the distinction of being the first LEGO game featuring Marvel Comics characters. Tom Stone, managing director for developer TT Games Publishing, says players "...[w]ill brave the ultimate mission to save the world as they explore famous landmarks in LEGO New York and take the adventure beyond Earth to iconic locations in the Marvel Universe." The game hits stores this coming fall for Xbox 360, PlayStation 3, Wii U, DS and 3DS, PlayStation Vita, and PC.



Batman's second turn in WB's lineup is *Batman: Arkham Origins*. This epic adventure features an expanded Gotham City and a prequel storyline that unfolds several years before the events of the critically acclaimed *Batman: Arkham Asylum*. Players control a young, inexperienced Batman as he faces his early defining moments, and sets out on his path to become the legendary Dark Knight. The 2.5D handheld *Blackgate* companion game offers a deeper peek into Batman's past via exclusive quests not available in the console version. Both games are due out October 25, with the former on Xbox 360, PlayStation 3, Wii U and PC, and the latter exclusively on 3DS and PlayStation Vita.

Infinite Crisis is coming to PC this fall via developer Turbine, Inc. — the same company behind free-to-play online games like *The Lord of the Rings Online*, *Asheron's Call*, and *Dungeons & Dragons Online*. Loosely based on the DC comic series of the same name, *Infinite Crisis* is a free-to-play action-strategy game with a focus on competitive player-versus-player battle experiences. The title pits alternate-universe DC Comics

characters like Nightmare Batman and Gaslight Catwoman against each other, with the multiverse's very existence depending on everyone's matches. "We are utilizing years of experience in the online game space to deliver innovations to the multiplayer online battle arena genre," promises Executive Producer Jeffrey Steefel.

WB also has *LEGO Legends of Chima: Laval's Journey* slated for release in summer 2013 on the Nintendo 3DS and DS systems and PlayStation Vita. Based on the LEGO play-theme by the same name, *Legends of Chima* is set in the titular land where anthropomorphic animals once lived in peace with one another until a conflict caused a civil war among animal tribes. In *Laval's Journey*, players will explore 15 levels — including the croc swamp, gorilla forest, and lion temple — collecting and unlocking more than 60 characters with distinct abilities. The only game in WB's E3 2013 lineup involving characters who do not wear capes, *Legends of Chima* offers a charming LEGO romp that stands tall next to WB's multiverse of superheroes and supervillains.



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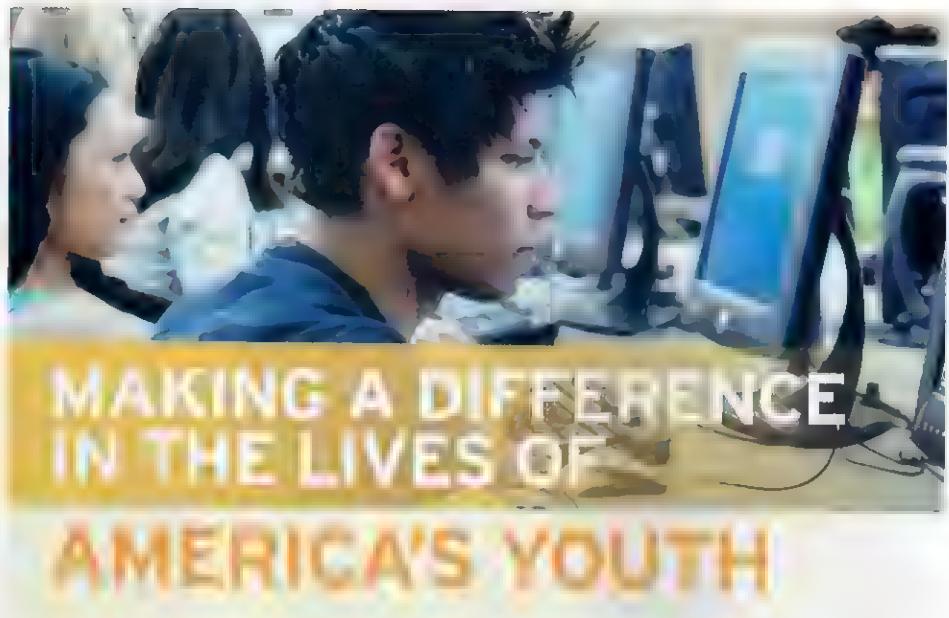
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- Konami Digital Entertainment
- LEVEL-5 Inc.
- Little Orbit
- Mad Catz Interactive, Inc.
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- Nintendo of America Inc.
- NVIDIA
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- Slang
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To encourage diversity in the computer and video game industry and support the development of its future leaders, we provide annual scholarships to women and minority students who aspire to work in one of America's most vibrant industries. The scholarships are offered for full-time undergraduate study at accredited four-year colleges and universities in the United States.

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FIRST-RATE FANTASIES

ATLUS BUILDS SUCCESS WITH NEW ADVENTURES AND CREATOR AUTOGRAPH SESSION

Atlus will feature both a visually stunning fantasy adventure and the eagerly anticipated entry of a beloved role-playing franchise at E3 this year. The company is also offering show attendees the exciting opportunity to connect with its games' creators via exclusive autograph signing events at E3.

Dragon's Crown is a sidescrolling fantasy quest that bears the spectacular graphical hallmarks of its developer, Vanillaware. *Dragon's Crown* looks like a lavish painting come to life, with remarkable 2D animation and distinctive hand-drawn characters. Huge boss enemies, including dragons and other epic beasts, are regular sights along this exciting journey.

The PlayStation 3 and PlayStation Vita title aims to enthrall with more than its striking visual aesthetic. Six distinct warrior classes (including Dwarf, Wizard, and Sorceress) allow each player to pick and master a certain style of play, while the skill tree system lets them upgrade the capabilities of each hero. The game offers local four-player cooperative action gameplay that sends fighters into the depths of various dangerous dungeon environments. Available both at retail and via the PlayStation Network, *Dragon's Crown* releases on August 6, 2013.

Atlus has experienced success in recent years with the *Persona* sub-series of its fan-favorite *Shin Megami Tensei* role-playing brand. This year, the publisher returns to its original core franchise for the first time in a decade, with *Shin Megami Tensei IV*. Coming to the Nintendo 3DS on July 16, 2013, the handheld game picks up where 2003's *Shin Megami Tensei: Nocturne* left off.

Shin Megami Tensei IV features an absorbing narrative with branching story paths, allowing gamers to forge their own journeys throughout the title's colorful world. Players take the role of a newly confirmed

samurai — one of the guardians of the Eastern Kingdom of Mikado — who must defend the locale from the demonic forces building throughout the world.

The game requires players to accumulate and fuse together demons to find success in battle, with more than 400 total demons available. The Press Turn combat system rewards those who locate enemies' weak points, but punishes warriors who carelessly strike without exercising caution. *Shin Megami Tensei IV* utilizes the modern technology within the Nintendo 3DS hardware to push the series forward, with crisp

3D visuals, newly-added voice acting, and StreetPass functionality for interactions with other players.

Adding to the action in its booth this year, Index Digital Media will host autograph sessions with one of the creators of each title. George Kamitani, the President and lead artist of Vanillaware, will be joined by *Shin Megami Tensei IV*'s lead character designer Masayuki Doi, with both available for one-hour signing appearances at 11:00 AM and 3:00 PM today at booth #5010, West Hall.





HOT NEW HARDWARE FOR 2013

NYKO, RAZER, AND PDP DELIVER INNOVATION AND IMPACT IN GAMEPLAY

Each year at E3, hardware manufacturers from around the world showcase the hottest new technologies for enhancing the game experience. Devices can range from simple hardware clips and wires to intricate control systems and new consoles. E3 2013 has all that – and more.

French manufacturer Nyko Technologies is featuring a pair of controllers that allow gamers to play on their Android mobile devices as if they were playing on a home console. The PlayPad Pro 2 features Nyko's "Soft Feel" Surface and rubberized thumb sticks to create ergonomic controls that will instantly feel familiar and comfortable to gamers.

Nyko is also showing the PlayPad Media, a full-featured game controller that sports an additional media interface, allowing gamers to use their Android devices to play movies, listen to music, or play any of hundreds of compatible games without having to leave the comfort of their couch. Both controllers will be available for the holiday 2013 season, and both use Nyko's *Playground* app, which allows players to easily

search for games compatible with the controllers. Finally, Nyko is demonstrating its Smart Clip for Xbox 360, which allows users of Microsoft's Smart Glass app to physically clip mobile phones to their Xbox 360 controllers when they use the app in tandem with Xbox 360. The Smart Clip is slated for a holiday release.

For PC gamers, American manufacturer Razer is showing off twoamped-up laptops from among its extensive hardware line. The Razer Blade and Blade Pro offer gamers unmatched portable power. According to Razer, the Blade is the world's thinnest and lightest laptop – no thicker than the diameter of a dime, and weighing in at less than four pounds. Its small size packs in the features — the Blade comes with a sparkling 14-inch monitor and all the built-in peripherals that gamers might want.

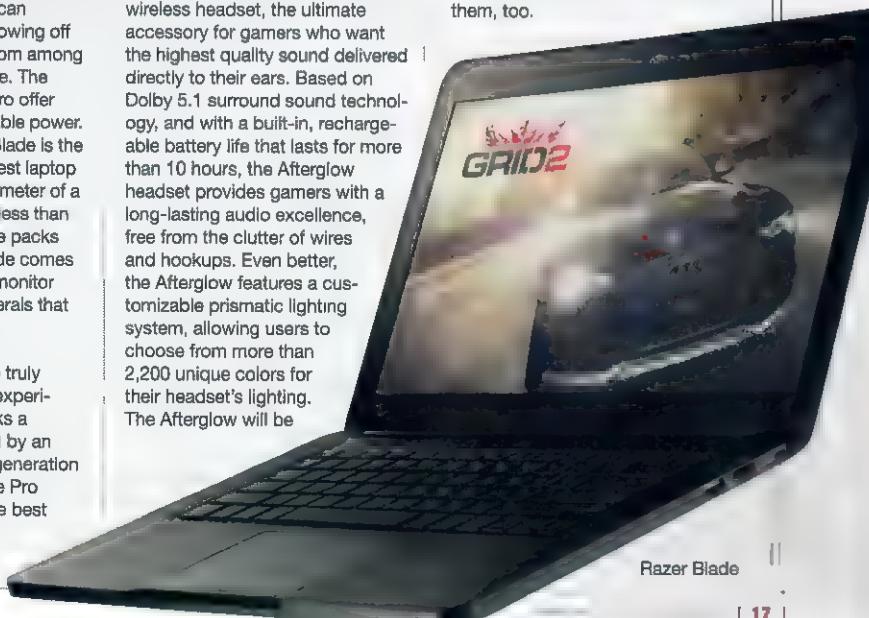
For gamers wishing to truly maximize their portable experience, the Blade Pro packs a 17-inch screen. Powered by an as-yet-unreleased next-generation Intel processor, the Blade Pro represents the best of the best laptop game playing options. Even with that

amped-up power, the Blade Pro is less than one inch thick, and is designed to be as portable as possible, right down to its compact power supply. Both the Blade and Blade Pro will be available later in 2013 directly from Razer's website (www.razerzone.com).

In another hardware advance, PDP is demonstrating its Afterglow wireless headset, the ultimate accessory for gamers who want the highest quality sound delivered directly to their ears. Based on Dolby 5.1 surround sound technology, and with a built-in, rechargeable battery life that lasts for more than 10 hours, the Afterglow headset provides gamers with a long-lasting audio excellence, free from the clutter of wires and hookups. Even better, the Afterglow features a customizable prismatic lighting system, allowing users to choose from more than 2,200 unique colors for their headset's lighting. The Afterglow will be

available for purchase in October 2013, at a suggested retail price of \$179.99.

With a range of manufacturers showing a breadth of devices – from controllers, to audio, to full-featured laptop computers – E3 2013 is packed not only with new and interesting games, but with new and interesting ways to play them, too.



Razer Blade

ALL ABOUT EVE

CCP GAMES TAKES EVE TO TELEVISION. PLAYSTATION 3

This year marks the tenth year of growth for massively multiplayer online game *EVE Online*, and developer CCP Games is celebrating with an exciting new collaboration. The Iceland-based company has signed a deal with actor/director Baltasar Kormakur to create an all-new *EVE* television series inspired by the game's community of gamer-storytellers, and based on tales shared via CCP's new "True Stories from the First Decade" website.

Kormakur is famous for his work on action films featuring some of Hollywood's biggest stars, including Mark Wahlberg and Denzel Washington. Although the *EVE*-centric show has yet to be named, it is set in the stargate-sprinkled world fans have grown to love, and will explore the dystopian storylines fans have come to expect. No release date has yet been announced.

In addition to this exciting new television venture, CCP Games brought its unique brand of online warfare to the Sony PlayStation 3 just last month. The new *DUST 514*, a free-to-play, massively multiplayer shooter set in the *EVE* universe, allows up to 48 players to wage war simultaneously in a constantly changing, persistent world. With access to customizable weapons, equipment, skills, and vehicles, players can potentially alter the fates of thousands of online gamers with a single, glorious victory.

As *EVE* heads into its eleventh year — with over 500,000 subscribers on board — it remains as dynamic and forward-thinking as ever. With these two new ventures, fans can expect even more to come from the game, and ever more opportunities to play and write their own "EVE-entures" for at least the next decade.



COMPLETE ACCESS TO E3

E3Insider

www.E3Insider.com



entertainment
software
association

BLACK GOLD AND WUSHU

SNAIL GAMES USA BRINGS HISTORICAL FANTASY TO PC



Developer Snail Games USA has created several ambitious titles to showcase at this year's E3. The company's massively multiplayer online game *Age of Wushu*, the world's first true Wuxia-themed MMO, extends beyond MMO staples such as levels and classes. *Wushu* focuses on the player's process of mastering the ancient Chinese martial art of Wushu, delving into the character's story and the consequences of his every action. The game is endorsed by martial artist legend and Wushu champion Jet Li, whose voice and likeness accompany the single-player experience. *Age of Wushu* is now available as a free-to-play title on PC, with a special edition available at GameStop retail stores for \$19.99.

Snail Games USA is also featuring a title focused on myths from the

other end of the globe. Inspired by Nordic legend, *Black Gold* combines high fantasy with gothic steampunk. The game pits one side — a civilization in harmony with nature and magic, drawn from ancient jungles and temples — against "Steam," a mechanized society of giant walking cities, where technology and engineering are at the forefront. The game allows for some 3,000 dynamic events and actions, changing both the landscape and the characters in player-versus-environment and player-versus-player experiences. *Black Gold* runs on *Age of Wushu's* Flexi engine, and it is being demonstrated on the E3 show floor for the first time.

Whether players' tastes lie in the arts of the ancient past or the speculative future, Snail Games USA extends the traditional MMO into new realms of playable fun.



THE DIFFICULTY OF GAME DISCOVERY

EEDAR TAKES AN OBJECTIVE APPROACH TO A GROWING PROBLEM.

Until recently, directing consumers to games of interest was an addressable issue. Boxes were displayed prominently on store shelves, gaming magazines and websites discussed upcoming and newly released products, and of course there were plenty of in-your-face marketing campaigns. Nowadays, with the growth of digital entertainment across consoles, smart-phones, and tablets, there are thousands of titles coming out each month spanning a multitude of genres and consumer demographics.

"Discovery is one of the most critical problems for the interactive entertainment industry at this time," says Greg Short, CEO of EEDAR, the world's largest video game research firm. "Consumers are struggling to find products they like enough to spend on, publishers are relying on platform operators to promote their products, and the vast majority of new titles are generally buried at the bottom of leaderboards."

The inability for platform operators to receive consistent, high-quality metadata from publishers and developers makes it extremely difficult to get the right content in front of the right customer. In 2009, EEDAR foresaw the upcoming problems of discoverability and developed a feature-driven recommendation service based on their Guinness World Record holding video game feature database containing over 100 million data points on more than 90,000 titles. With only a small amount of information on either a product or consumer, EEDAR is able to provide customizable selections of games a consumer is likely to enjoy.

"DISCOVERY IS ONE OF THE MOST CRITICAL PROBLEMS FOR THE INTERACTIVE ENTERTAINMENT INDUSTRY AT THIS TIME."

Blind testing on the EEDAR discovery system versus transactional systems, such as on Amazon.com, demonstrated significantly higher likelihood to produce a sale.

EEDAR discovery technology has already been utilized by a number of game retailers. During the 2013 E3 Expo, EEDAR announced its technology now also supports actions across downloadable content and full games, as well as across mobile, PC, handheld and console products.

Feature based discovery systems appear to be far superior for the video game industry than alternative approaches. Feature based systems allow retailers to increase revenue and provide best-in-class experiences by creating highly personal merchandising experiences for products that incorporate cultural trends, consumer interests, and product information.

"As our industry evolves to more ubiquitous gaming experiences there will be an unlimited array of entertainment options available to people," Short says. "Only with feature driven discovery systems will consumers be able to identify and purchase the right products at the right time."



2013

SHOW INFORMATION

ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South and West Halls).
- West Hall Lobby, across from the Galaxy Café.

Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South and West Halls).

College Game Competition

- Located in South Hall, Booth 2835

E3 Information Counters

- South Hall Lobby.
- West Hall Lobby.
- Please stop by our Information Counters if you have questions, or need assistance.

E3 Show Management Office

- West Hall, Level 2, Room 509.

Exhibitor List and Profiles

- Please refer to pages 32-49 of this publication, or refer to www.E3Expo.com.

Exhibit Hall Maps

- Please refer to pages 24-31 of this publication.

First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts are available along the outdoor Concourse Walkway (outside Galaxy Court).
- Starbucks Coffee South—Adjoining Compass Café seating area.
- Starbucks Coffee West—Level 1, behind Galaxy Court.

Hotel Information Counter

- South Hall Lobby (adjacent to registration).

Hotel Shuttle Buses

- For a complete list of shuttle routes and hotels, please refer to page 22.

Into the Pixel 2013

- Concourse Foyer.
- Juried art exhibition showcases the art and artists behind the games.

International Lounge

- South Hall, Level 2 between 300 and 400 Meeting Rooms.

International Registration (for all non-U.S. residents)

- South Hall Lobby.
(Interpreter Services available.)

Internet Access

- Free wireless Internet access is sponsored by Square Enix and is available in the South Hall Lobby, Compass Café, West Hall Lobby and Galaxy Café areas.
- To access free wireless network, select "FFXIV Free WiFi—Join the Beta." Please note, access will be limited to devices with 5.0 GHz capability. For later models, please use your 3G or 4G signal.

Interpreters

- Foreign-language interpreters are available at International Registration, located in the South Hall lobby.

Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.
- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

Official E3 Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

Online & Mobile Game Pavilion

- Located in Concourse Foyer

Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:

*Dealerscope
Edge Magazine
Electronic Gaming Monthly
Game Career Guide*



2013

SHOW INFORMATION

Game Developer Magazine
Game Informer Magazine
Gamers-On
Kidscreen Magazine
MCV
Official Xbox Magazine
PC Gamer US
PocketGamer
Twice Magazine
Variety

Registration: Attendees

- South Hall Lobby.

Registration: Exhibitors

- Kentia Hall Foyer (take escalators down from South Hall Lobby).

Registration: Media

- Petree Hall (in Media Center).

Security Offices

- South Hall—Adjacent to exhibit floor entrance.
- West Hall—Level 1, next to elevators.

Show Management Office

- West Hall, Level 2, Room 509.

Shuttle Buses

- E3 attendees who have booked in the official E3 Hotel block receive a complimentary shuttle bus wristband for transport to and from the show.
- Shuttle bus wristbands are available for \$75 in the Show Office (West Hall, Level 2, Room 509). For a complete list of shuttle routes and hotels, please refer to page 22.

Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3. Thank you for your cooperation.

Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). Note: *motorized wheelchairs must be ordered in advance for a fee.*



DOWNLOADING
THE OFFICIAL
E3 APP
2013

Scan this code with your device



Also available online at:

<http://m.core-apps.com/>
E32013

Or search your App Store or
Google Play for **E3 2013**

SHOW SCHEDULE

	TUESDAY, JUNE 11	WEDNESDAY, JUNE 12	THURSDAY, JUNE 13
EXHIBIT FLOOR:	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
REGISTRATION:	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
MEETING ROOMS:	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.

2013



LOS ANGELES HOTEL INFORMATION

HOTEL NAME	ADDRESS	DISTANCE FROM LACC MILES / KILOMETERS	SHUTTLE ROUTE
BEVERLY HILLS			
Beverly Hilton	9876 Wilshire Boulevard, Beverly Hills, CA 90210	8.9/14.3	9
Beverly Wilshire, A Four Seasons Hotel	9500 Wilshire Boulevard, Beverly Hills, CA 90212	8.2/13.2	9
Montage Beverly Hills	225 North Canon Drive, Beverly Hills, CA 90212	8/12.9	9
Thompson Beverly Hills	9360 Wilshire Boulevard, Los Angeles, CA 90212	8/12.9	9
DOWNTOWN			
DoubleTree Los Angeles Downtown	120 South Los Angeles Street, Los Angeles, CA 90012	2/3.2	2
Hilton Checkers Hotel	535 South Grand Avenue, Los Angeles, CA 90071	1.2/1.9	3
The Historic Mayfair	1256 West 7th Street, Los Angeles, CA 90017	1.2/1.9	4
JW Marriott at L.A. Live	900 West Olympic Boulevard, Los Angeles, CA 90015	1 block	Walking Distance
Kawada Hotel	200 South Hill Street, Los Angeles, CA 90012	2/3.2	2
The LA Hotel Downtown—A Hyatt Affiliate	333 South Figueroa Street, Los Angeles, CA 90071	1.3/2.1	1
Los Angeles Athletic Club	431 West Seventh Street, Los Angeles, CA 90014	1.1/1.8	3
Luxe City Center Hotel	1020 South Figueroa Street, Los Angeles, CA 90015	1 block	Walking Distance
Millennium Biltmore Hotel	506 South Grand Avenue, Los Angeles, CA 90071	1.2/1.9	3
Miyako Hotel Los Angeles	328 East 1st Street, Los Angeles, CA 90012	2.3/3.7	2
The O Hotel	819 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Radisson Hotel Los Angeles at USC	3450 South Figueroa Street, Los Angeles, CA 90007	1.6/2.6	5
Ritz-Carlton Los Angeles	900 West Olympic Boulevard, Los Angeles, CA 90015	1 block	Walking Distance
Ritz Milner	813 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Sheraton Los Angeles Downtown Hotel	711 South Hope Street, Los Angeles, CA 90017	5 blocks	3
The Standard Downtown Los Angeles	550 South Flower Street, Los Angeles, CA 90071	5 blocks	1
Westin Bonaventure Hotel	404 South Figueroa Street, Los Angeles, CA 90071	1.1/1.77	1
HOLLYWOOD			
Hilton Garden Inn / Hollywood	2005 North Highland Drive, Los Angeles, CA 90068	8/12.9	6
Hollywood Roosevelt Hotel	7000 Hollywood Boulevard, Hollywood, CA 90028	8/12.9	6
Loews Hollywood Hotel	1755 North Highland Avenue, Hollywood, CA 90028	7.8/12.5	6
The W Hotel Hollywood	6250 Hollywood Boulevard, Hollywood, CA 90028	7.5/12.07	6
SANTA MONICA			
Le Merigot JW Marriott	1740 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
Loews Santa Monica	1700 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
UNIVERSAL CITY			
Beverly Garland's Holiday Inn	4222 North Vineland Avenue, Universal City, CA 91602	11.7 / 18.9	8
Hilton Universal City	555 Universal Hollywood Drive, Universal City CA 91608	11 / 17.70	8
Sheraton Universal	333 Universal Hollywood Drive, Universal City CA 91608	11.5 / 18.51	8
WESTSIDE			
Hyatt Regency Century Plaza	2025 Avenue of the Stars, Universal City, CA 90067	9.2/14.8	7
InterContinental Century City	2151 Avenue of the Stars, Los Angeles, CA 90067	9.2/14.8	7

Shuttle Information

Complimentary shuttle bus service is available to all E3 attendees who have booked reservations in the official hotel room block. Wristbands to access the shuttle service will be distributed at hotel check-in to attendees staying within the E3 official hotel block.

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Garland's Holiday Inn	8	Curbside in Front of Hotel
Beverly Hilton	9	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	9	Curbside on El Camino
DoubleTree by Hilton Los Angeles Downtown	2	Curbside on Los Angeles Street
Hilton Checkers Hotel	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Garden Inn Hollywood	6	Curbside on Highland Ave.
Hilton Universal City	8	Front Entrance - Circle Drive
Historic Mayfair Hotel	4	Curbside on 7th Street
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
InterContinental Los Angeles	7	Curbside on Avenue of the Stars
Kawada Hotel	2	On 2 nd Street - Corner of Hill
Le Merigot JW Marriott Beach Hotel	10	Curbside in Front of Hotel
Loews Hollywood Hotel	6	Johnny Grant Way (Side Doors)
Loews Santa Monica Beach Hotel	10	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Walk to Sheraton - Curbside on Hope
Millennium Biltmore Hotel	3	Curbside on Grand Ave. - End of the driveway
Miyako Hotel Los Angeles	2	Curbside in Front of Hotel
Montage	9	Walk to Beverly Wilshire - Curbside on El Camino
Radisson Hotel Los Angeles at USC	5	Front Entrance
Ritz Milner	4	Curbside in Front of Hotel
Sheraton Los Angeles Downtown Hotel	3	Curbside on Hope
Sheraton Universal	8	Ballroom Entrance
The LA Hotel Downtown - a Hyatt Affiliate	1	Walk to Westin Bonaventure - Curbside on Figueroa St.
The O Hotel	4	Curbside in Front of Hotel
The Standard Downtown Los Angeles	1	Across Street on Flower - NW Corner of 6 th & Flower
The W Hotel Hollywood	6	Curbside in front on Argyle
Thompson Beverly Hills	9	Curbside on Wilshire Blvd.
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

2013

LOS ANGELES
CONVENTION CENTER
June 11 –13, 2013

Hours of Service

Routes 1-5:

Downtown

Tuesday, June 11

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Wednesday, June 12

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Thursday, June 13

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Routes 6-10:

Hollywood / Century City / Universal / Beverly Hills / Santa Monica

Tuesday, June 11

10:00 am – 2:00 pm	Every 15-20 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 15-20 minutes

Wednesday, June 12

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 4:00 pm	Every 30 minutes *
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Thursday, June 13

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 15-20 minutes

* Departs convention center on the hour and half-hour

Routes 6-10 depart from West Hall

Schedule may vary due to traffic and weather conditions

Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 466-4699
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:



Airport Shuttle

Express Service to LAX from LACC West Hall
Purchase tickets at the West Hall Shuttle Information Desk.

Thursday, June 13

1:00 pm - 7:00 pm
every hour on the hour

TICKETS: \$10.00 per person

Note: This is a preliminary shuttle schedule and is subject to change.

Please check the signage in your hotel lobby, upon your arrival in Los Angeles, for the most current information.

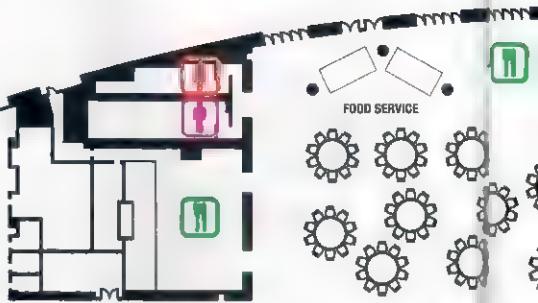


SOUTH HALL EXHIBITS

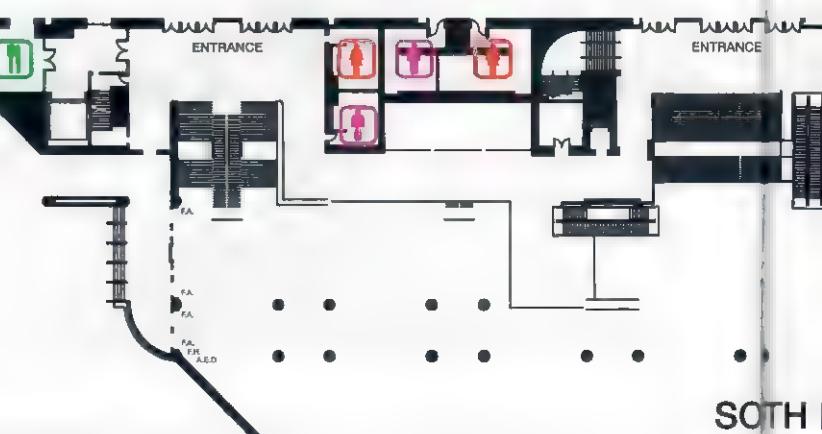
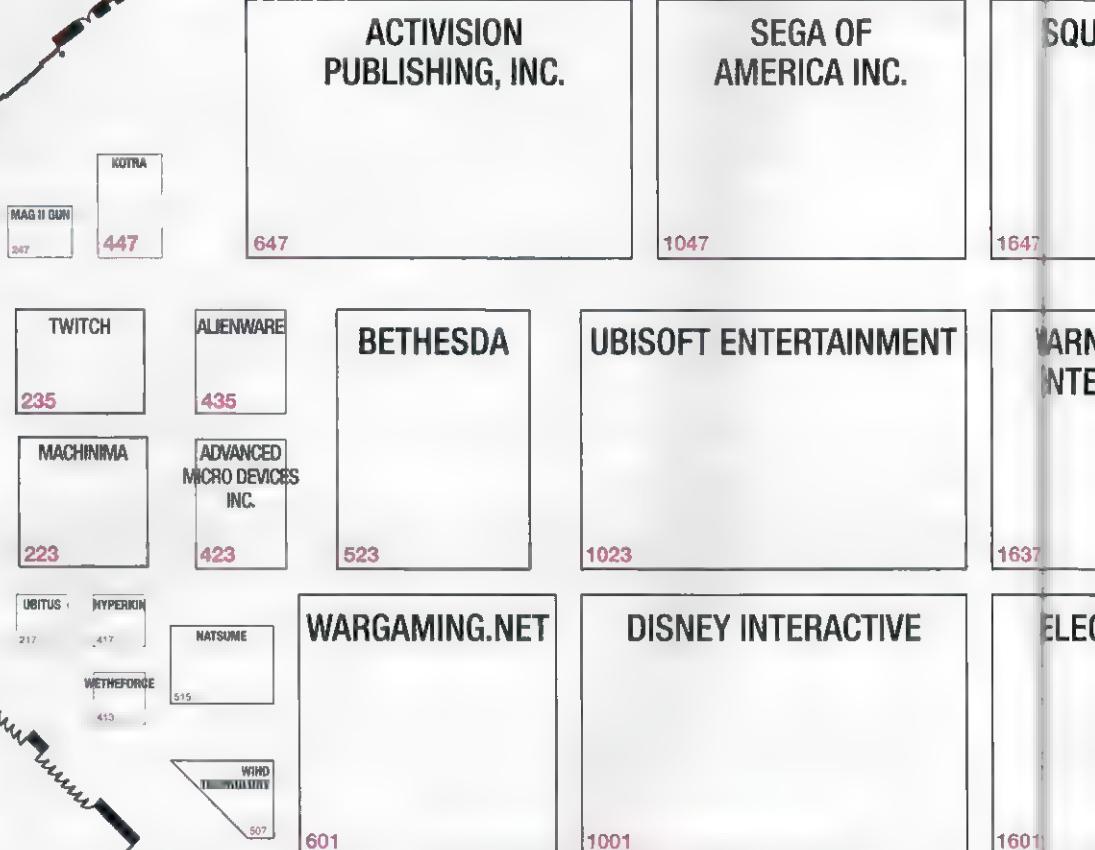
ALL PLANS CURRENT AS OF MAY 15, 2013

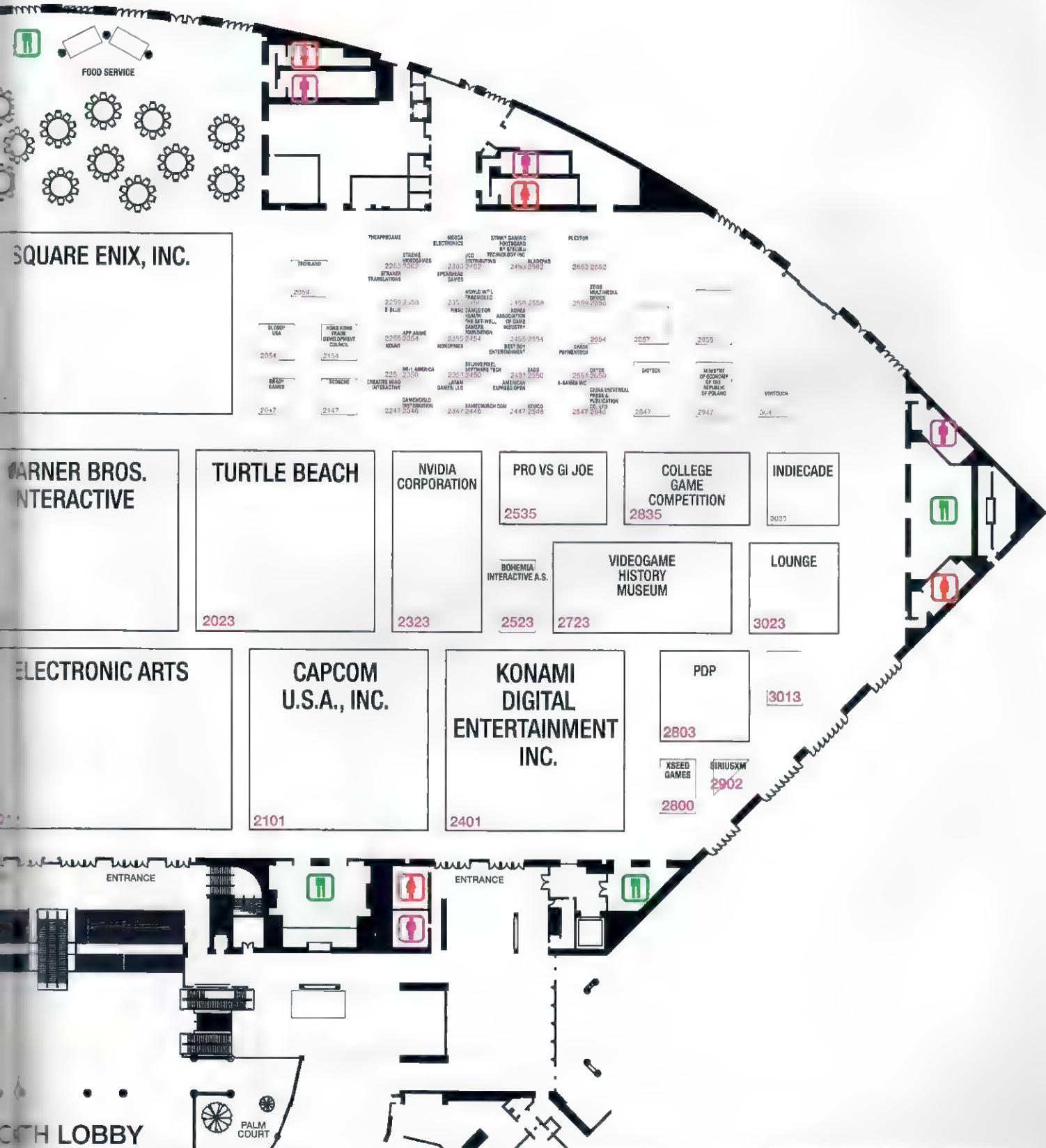
Los Angeles Convention Center
June 11-13, 2013

BOOTHES 217-3047



2013







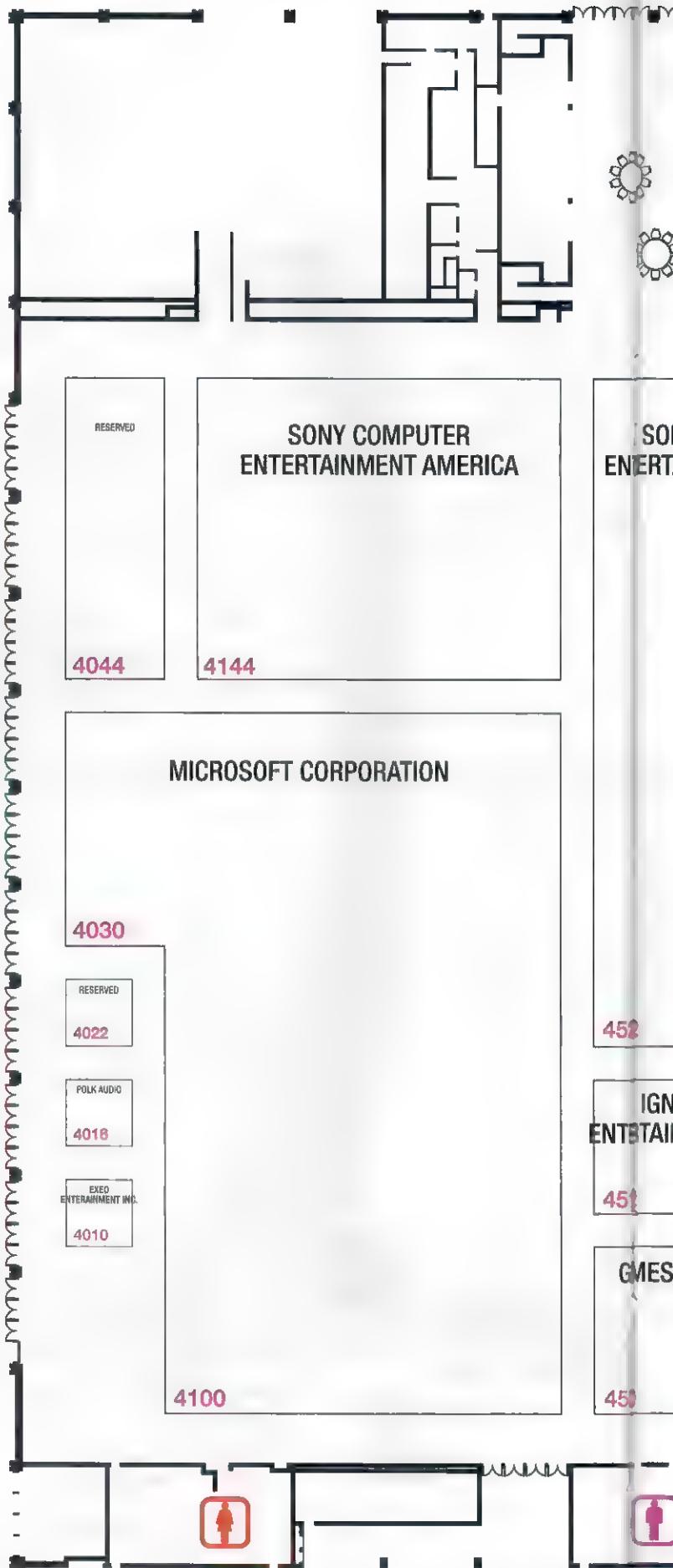
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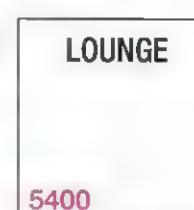
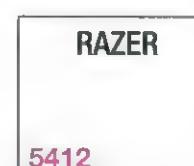
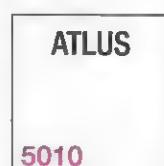
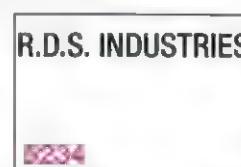
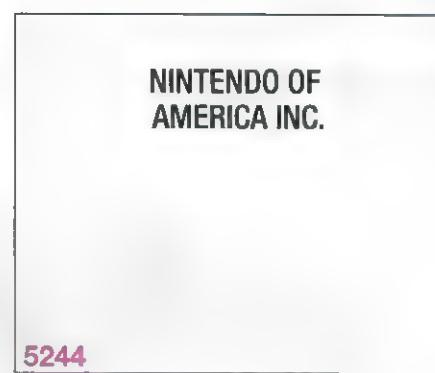
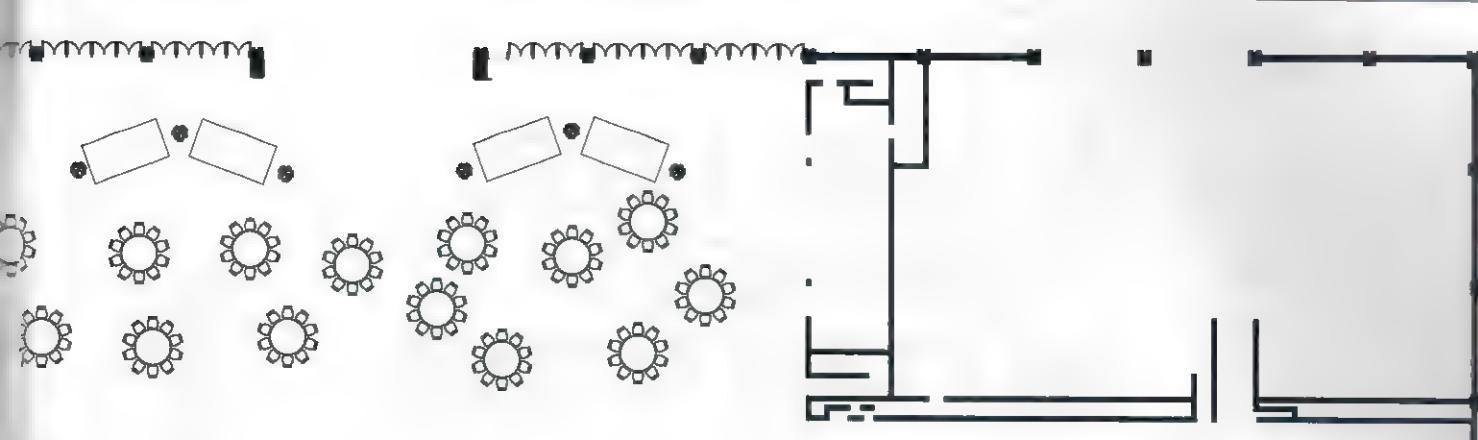
WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2013

Los Angeles Convention Center
June 11-13, 2013

BOOTHS 4000-5644





ENTRANCE



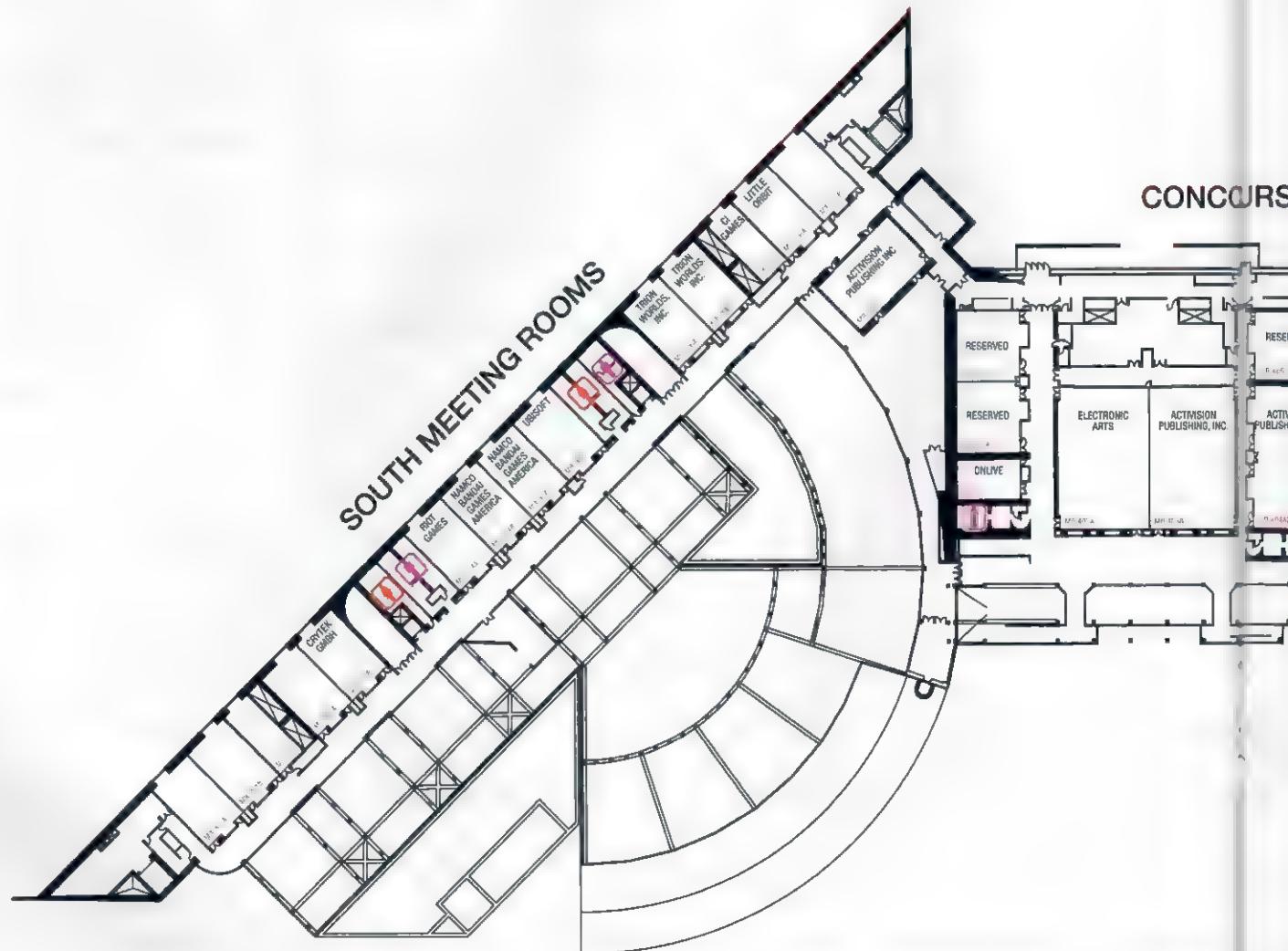
SECOND LEVEL PERMANENT MEETING ROOMS

ALL PLANS CURRENT AS OF MAY 15, 2013

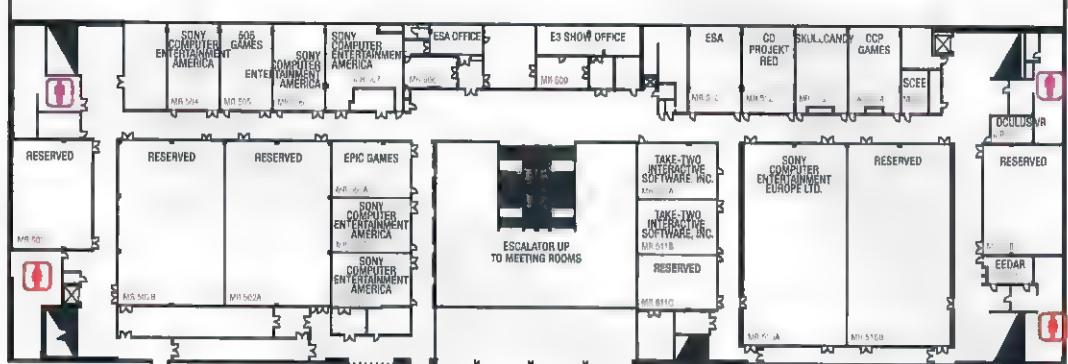
Los Angeles Convention Center
June 11-13, 2013

PERMANENT MEETING ROOMS 301-519

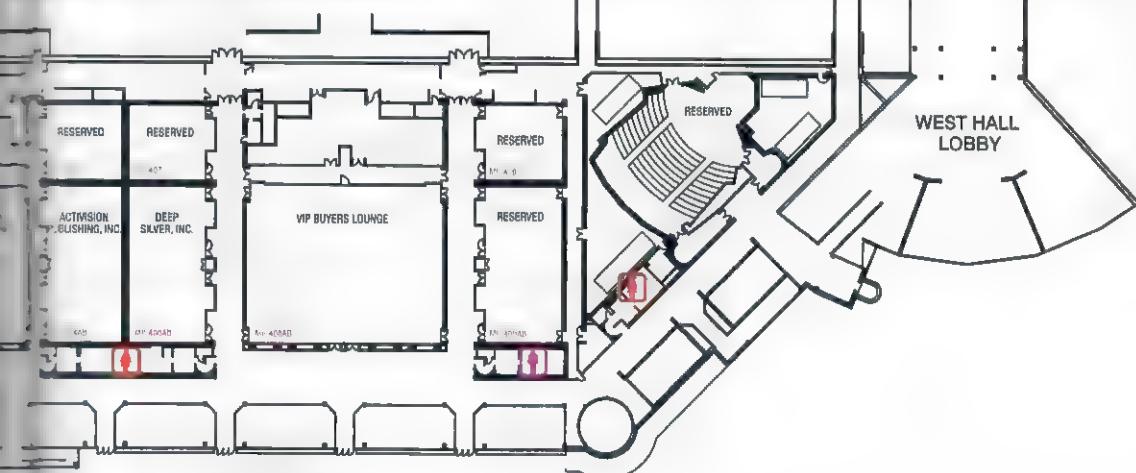
2013



WEST MEETING ROOMS



ACROSS MEETING ROOMS



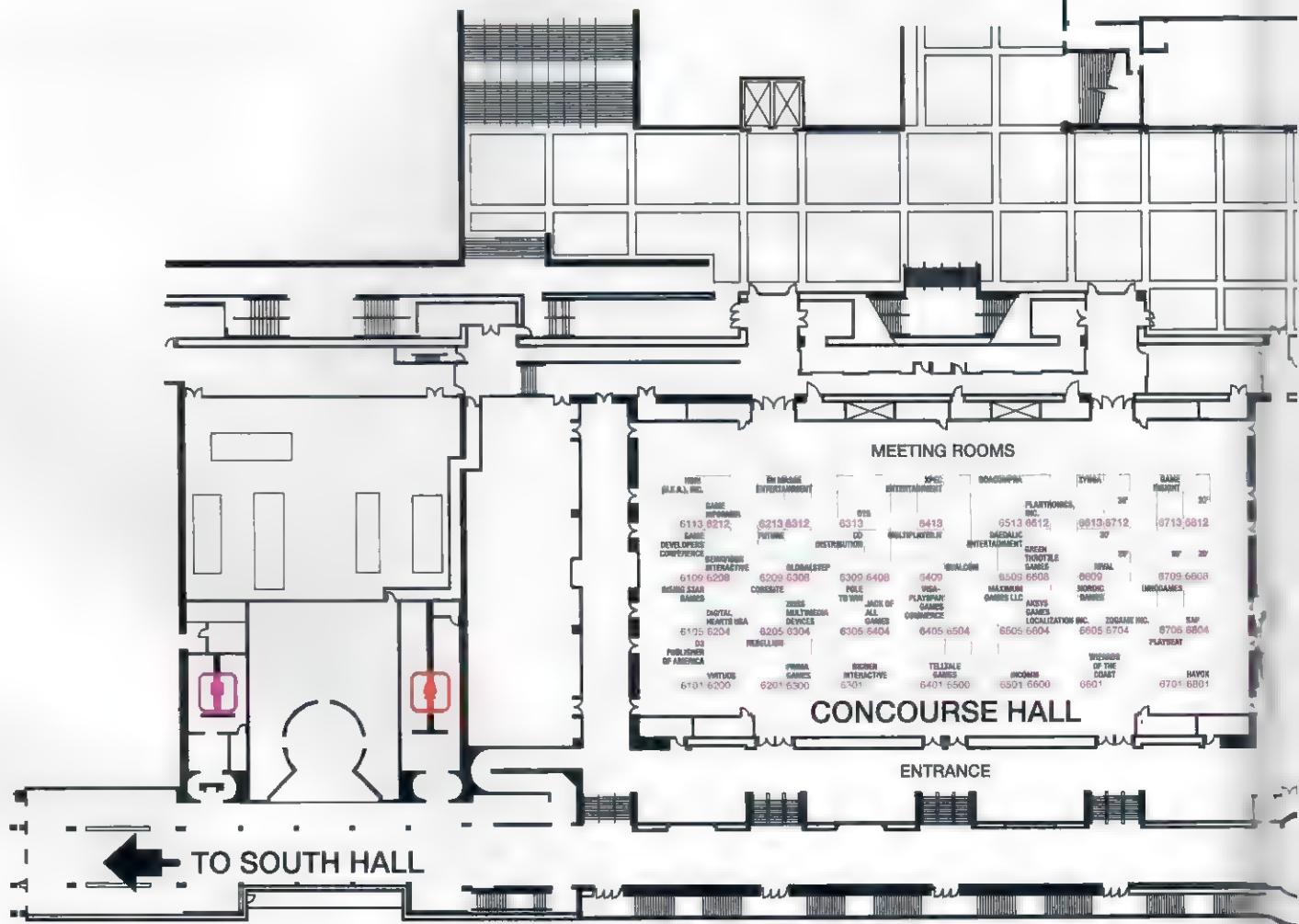
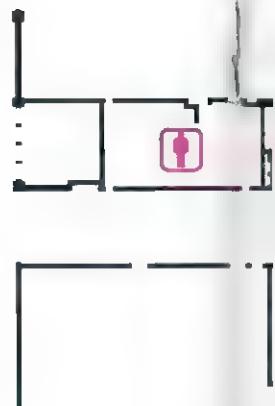


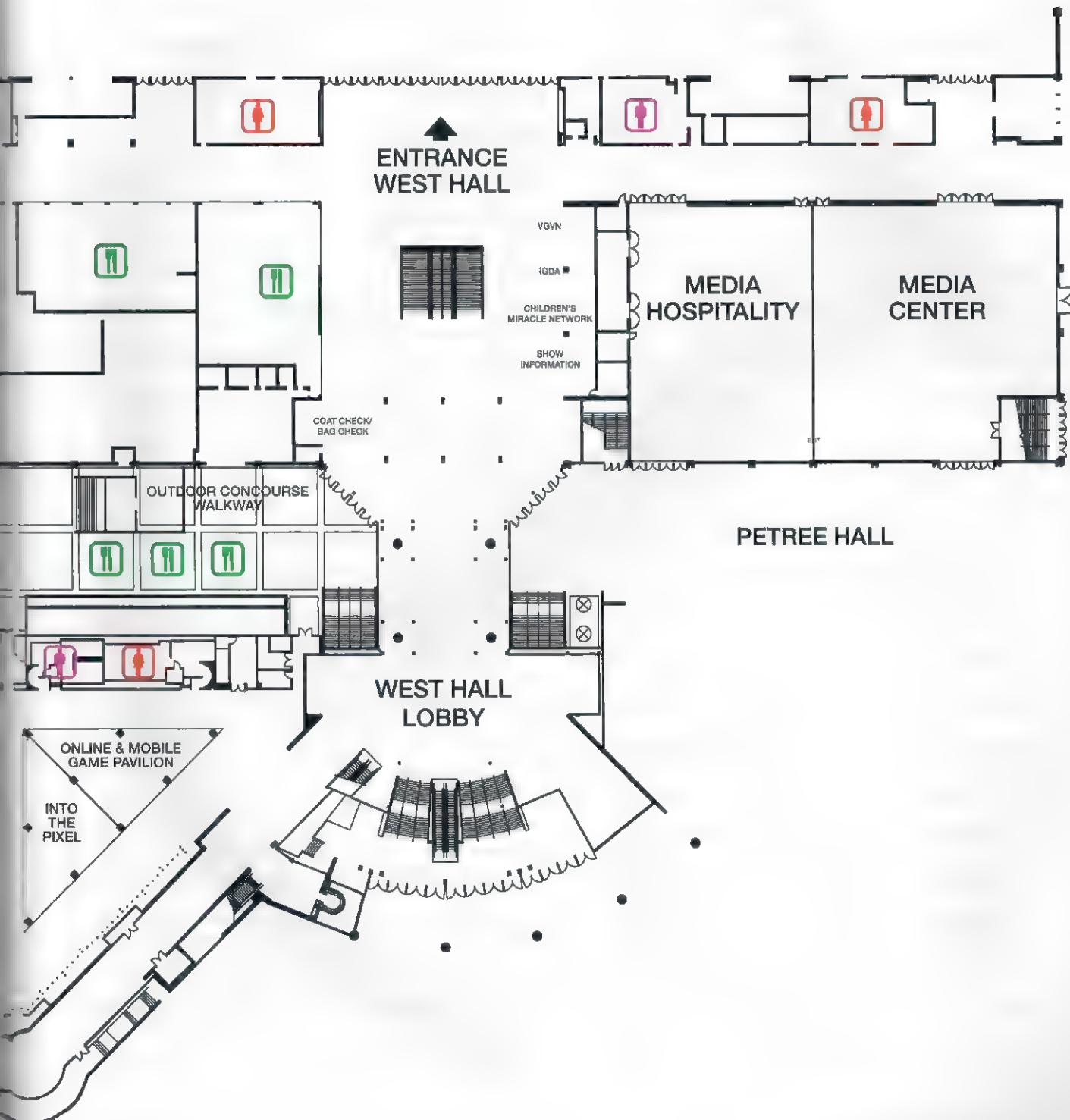
FIRST LEVEL: CONCOURSE AND PETREE HALLS

ALL PLANS CURRENT AS OF MAY 15, 2013

Los Angeles Convention Center
June 11-13, 2013

2013





COMPANY

EXHIBIT SPACE

505 Games	PMR 505
Online & Mobile Game Pavilion*	
Academy of Interactive Arts & Sciences	Concourse Foyer
Activision Blizzard, Inc.	647 South
	PMR 309
	PMR 403B
	PMR 404AB
• Advanced Micro Devices, Inc.	423 South
Aksys Games Localization, Inc.	OFMR 6604 Concourse
Alamo Colleges-Northwest Vista College	2835 South
• Alienware	435 South
alphaCloud, Inc.	447 South
American Express Open	2447 South
A-ONESOFT LLC	Online & Mobile Game Pavilion*
App Annie	2354 South
Artifex Mundi	2947 South
• ASTRO Gaming / Skullcandy	PMR 513
ATLUS	5010 West
Behaviour Interactive Inc.	OFMR 6208 Concourse
• Beijing Pixel Software Technology Joint-Stock Co., Ltd.	2450 South
• Best Boy Entertainment	2451 South
Bethesda	523 South
• Bigben Interactive	OFMR 6301 Concourse
Bladepad	2562 South
• Bloody USA	2054 South
BLUEGA Inc.	447 South
BoaCompra-UOL	OFMR 6513 Concourse
Bohemia Interactive a.s.	2523 South
BR-1 America	2350 South
BradyGames	2047 South
Brigham Young University	2835 South
Capcom U.S.A., Inc.	2101 South
CCP Games	PMR 514
CD Distribution	OFMR 6309 Concourse
• CD Projekt RED	PMR 512
Chase Paymentech	2551 South
China Universal Press & Publication Co., Ltd.	2646 South
• CI Games – City Interactive Inc.	PMR 307

FIRST LOOKS

COMPANY

EXHIBIT SPACE

Cludrobotix Corporation	2662 South
CoreSite	OFMR 6205 Concourse
Corona Labs	Online & Mobile Game Pavilion
Creative Mind Interactive, Inc.	2247 South
Crytek GmbH	PMR 303B
• D3Publisher of America, Inc.	OFMR 6101 Concourse
• Daedalic Entertainment	OFMR 6509 Concourse
Deep Silver, Inc.	PMR 406AB
DIGITAL Hearts USA Inc.	OFMR 6204 Concourse
• Disney Interactive	1001 South
	Online & Mobile Game Pavilion
dreamGEAR	5422 West
DreamWorks Animation	5536 West
DTS	OFMR 6313 Concourse
	OFMR 6412 Concourse
E3 Meeting Application Powered by Game Connection	5200 West
E-Blue	2255 South
• EEDAR	PMR 519
Electronic Arts	1601 South
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	Online & Mobile Game Pavilion*
En Masse Entertainment	OFMR 6213 Concourse
	30FMR 6312 Concourse
Epic Games Inc.	PMR 501A
ESTsoft Corp.	447 South
• Exeo Entertainment, Inc.	4010 West
Extra Life	West Lobby
Farm 51 Group SA	2947 South
Fiksu	2355 South
• Focus Home Interactive	5622 West
FUERO GAMES	2947 South
Future	OFMR 6209 Concourse
Game Developers Conference	OFMR 6109 Concourse
Game Informer	OFMR 6212 Concourse
Game Insight	OFMR 6713 Concourse
Game Technologies S.A.	2947 South
GameChurch.com	2446 South
Gameloft	5522 West

* The Online & Mobile Game Pavilion is located in the Concourse Foyer

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• GameMaster	5530 West
Games for Health: The Get-Well Gamers Foundation	2454 South
GameSpot	4500 West
Gameworld Distributors	2346 South
Giateck	2847 South
GlobalStep LLC	OFMR 6308 Concourse
Green Throttle	OFMR 6608 Concourse
GRY-OnLine SA	2947 South
GVT	2947 South
• Hauppauge Computer Works Inc.	5630 West
Havok	OFMR 6801 Concourse
Hong Kong Cyberport Management Company Limited	2154 South
Hong Kong Trade Development Council	2154 South
• Hori (U.S.A.), Inc.	OFMR 6113 Concourse
• Hyperkin, Inc.	417 South
IGDA	West Lobby
IGN Entertainment	4512 West
InComm	OFMR 6501 Concourse
	OFMR 6600 Concourse
IndieCade: The International Festival of Independent Games	
Indie Game Showcase	3035 South
• Inxess, Inc.	5636 West
InnoGames	OFMR 6705 Concourse
International Game Developers Association (IGDA)	West Lobby
Into the Pixel	Concourse Foyer
Jack of All Games	OFMR 6404 Concourse
Jellyoasis Inc.	447 South
JSC Games Co., Ltd.	447 South
• KEMCO	2546 South
Konami Digital Entertainment, Inc.	2401 South
Korea Association of Game Industry	2455 South
KOTRA (Korea Trade Investment Promotion Agency)	447 South
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LATAM Games, LLC.	2347 South
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Majesco Entertainment	PMR 308A
Maximum Games, LLC.	OFMR 6505 Concourse
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Ministry of Economy of the Republic of Poland	2847 South
Mobilebus Inc.	447 South
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Multiplayer.it	OFMR 6409 Concourse
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NATEC - GENESIS	2947 South
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NEOSWELL Co. Ltd.	447 South
Nintendo of America Inc.	4822 West
	OFMR 5244 West
• Nordic Games	OFMR 6605 Concourse
NPICSoft	447 South
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	Online & Mobile Game Pavilion*
Nyko Technologies	5000 West
• Oculus VR	PMR 517
OnLive	PMR 401
OSTCS	2650 South
PDP	2803 South
PearlAbyss Corp.	447 South
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• Playseat	OFMR 6701 Concourse
PlayStation®Mobile	Online & Mobile Game Pavilion*
Plextor	2563 South
Pole To Win	OFMR 6305 Concourse
Polk Audio	OFMR 4016 West
PowerA	5212 West
Prima Games	OFMR 6300 Concourse
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• Qualcomm	OFMR 6504 Concourse

COMPANY

EXHIBIT SPACE

R.D.S. INDUSTRIES INC.....	5234 West
RACCOONSOFT.....	447 South
Razer.....	5412 West
Rebellion.....	OFMR 6201 Concourse
Rev3Games.....	3047 South
Riot Games.....	PMR 304A
• Rising Star Games.....	OFMR 6105 Concourse
• SAP.....	6804 South
Savannah College of Art and Design.....	2835 South
Scosche Industries, Inc.....	2147 South
SEGA of America, Inc.....	1047 South
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SemiFormal Studios.....	5436 West
Sirius XM Radio.....	2902 South
• SNAIL GAMES USA.....	5222 West
Solpeo.....	2947 South
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.....PMR 506	
.....PMR 507	
Sony Computer Entertainment Europe.....	PMR 515A
.....PMR 516	
.....4800 West	
Space Sports.....	Online & Mobile Game Pavilion*
Spearhead Games.....	2359 South
Square Enix, Inc.....	1647 South
Stinky Gaming Footboard By Stelulu Technology Inc.....	2463 South
Straker Translations.....	2259 South
• Sunflex USA LLC.....	5604 West
Synergy-IT.....	2947 South
Take-Two Interactive Software, Inc.....	PMR 511AB
• Techland.....	2059 South
Tecmo Koei America Corporation.....	4700 West
• Tek Recon.....	5636 West

COMPANY

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• Telltale Games.....	OFMR 6401 Concourse
.....OFMR 6500 Concourse	
• TheAppsGames.....	2263 South
Trion Worlds, Inc.....	PMR 306AB
• Turtle Beach.....	2023 South
Twitch.....	235 South
Ubisoft Entertainment.....	1023 South
.....PMR 305	
• Ubitus Inc.....	217 South
UCC DISTRIBUTING INC.....	2462 South
Underworld Studio Inc.....	447 South
University of Chicago.....	2835 South
University of Wisconsin-Stout.....	2835 South
Vanilla Breeze Co. Ltd.....	447 South
Videogame History Museum.....	2723 South
Virtuos.....	OFMR 6200 Concourse
Visa - PlaySpan Games Commerce.....	OFMR 6405 Concourse
VisualShower Corp.....	447 South
ViviTouch I A Bayer Brand.....	3047 South
Vox Media - Polygon & The Verge.....	5612 West
Wargaming.net.....	601 South
.....OFMR 6812 Concourse	
Warner Bros. Interactive.....	1637 South
• WeTheForce.....	413 South
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• XPEC Entertainment Inc.....	OFMR 6413 Concourse
XSEED Games.....	2800 South
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Xtreme Videogames.....	2362 South
ZAGG Inc.....	2550 South
• Zeiss Multimedia Devices.....	2658 South
.....OFMR 6304 Concourse	
• ZQGame Inc.....	OFMR 6704 Concourse
Zynga.....	OFMR 6613 Concourse

* The Online & Mobile Game Pavilion is located in the Concourse Foyer

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505 GAMES

PMR 505, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Woodland Hills, CA
United States
www.505games.com

ACADEMY OF INTERACTIVE ARTS & SCIENCES CONCOURSE FOYER

Inglewood, CA
United States
www.interactive.org

Martin Rae, President; Terrence Myers, Executive Producer; Debby Chen, Marketing & Communications Manager; Claudio Tapia, Project Manager; John Wie, Associate Community Manager

Founded in 1996, The Academy of Interactive Arts & Sciences' (AIAS) mission is to promote, advance and recognize outstanding achievements in the interactive entertainment industry worldwide. The Academy holds an annual conference, the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit and awards show, the D.I.C.E. Awards.

ACTIVISION BLIZZARD, INC.

647 SOUTH, PMR 309,
PMR 403B, PMR 404AB

Santa Monica, CA
United States
www.activision.com

Bobby Kotick, President & CEO, Activision Blizzard; Thomas Tippl, COO, Activision Blizzard; Mike Morhaime, President, Blizzard; Eric Hirshberg, CEO, Activision Publishing; Tim Ellis, CMO, Activision Publishing

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide online, PC, console, handheld and mobile game publisher with leading positions across every major category of the interactive

entertainment software industry. More information about Activision Blizzard can be found at www.activision-blizzard.com.

ADVANCED MICRO DEVICES, INC.

423 SOUTH

Austin, TX
United States
www.amd.com

Kristen Lisa, Public Relations Manager; Marc Diana, Senior Manager, Product Marketing; Adam Kozak, Senior Manager, Product Marketing

AMD is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles and PCs to supercomputers.

AKSYS GAMES LOCALIZATION, INC.

OFMR 6604 CONCOURSE

Torrance, CA
United States
www.aksysgames.com

Founded in 2006, Aksys Games Localization, Inc. is a localization studio and video game publisher committed to publishing unique, interactive content for all current generation platforms. Its lineup includes the critically acclaimed hits *Zero Escape: 9 Hours*, *9 Persons, 9 Doors*, *Zero Escape: Virtue's Last Reward* and the *BlazBlue* series.

ALIENWARE

435 SOUTH

Round Rock, TX
United States
www.alienware.com

Alienware, Dell's high-performance PC gaming brand,

offers unique and award-winning PCs that incorporate innovative engineering, aggressive design and the most advanced components in the industry. Alienware is an active and influential member of the gaming community committed to the advancement of PC gaming. Learn more at <http://www.alienware.com/>.

ALPHACLOUD, INC.

447 SOUTH

Gangnam-gu, Seoul
South Korea
www.alphacloud.co.kr

AMERICAN EXPRESS OPEN

2447 SOUTH

New York, NY
United States
www.opwn.com

A-ONESOFT LLC
ONLINE & MOBILE GAME
PAVILION (CONCOURSE FOYER)

Beijing
China
www.a-onesoft.com

APP ANNIE

2354 SOUTH

Wan Chai
Hong Kong
www.appannie.com

Bertrand Schmitt, CEO; Marshall Nu, CFO/COO; Oliver Lo, VP Marketing; Nicolas Beraudo, Executive VP Worldwide Sales, GM US; Luis Gutierrez, Director of Business Development, USA

App Annie is the industry leader in app store analytics and market intelligence for the global app economy. More than 80 percent of the Top 100 publishers by worldwide revenues use its services, and more than 200,000 apps rely daily on App Annie Analytics to track

their downloads, revenues, rankings and reviews.

ASTRO GAMING / SKULLCANDY

PMR 513

Park City, UT
United States
www.astrogaming.com

Aron Drayer, ASTRO Gaming Marketing Director; Walter Duccini, ASTRO Gaming Event Director; Jordan Reiss, Co-Founder, ASTRO Gaming; Brett Lovelady, Co-Founder, ASTRO Gaming; Gernard Feril, Category Manager, Skullcandy Gaming

ASTRO Gaming creates premium video gaming equipment for pro gamers, leagues, gaming enthusiasts and their lifestyles. Spun-off from design powerhouse ASTRO Studios, ASTRO Gaming produces a line of gamer-centric "tech-life" products, supporting this rapidly growing community.

ATLUS

5010 WEST

Irvine, CA
United States
www.atlus.com

Tim Pivnicny, VP Sales & Marketing; Bill Alexander, VP Production & Business Development; John Hardin, Public Relations Manager; Mitsuhiro Tanaka, General Manager; Naoto Hiraoka, President & CEO

ATLUS makes deeply immersive, award-winning, uniquely Japanese video games across a variety of genres and platforms. Among their impressive catalogue are the legendary *Shin Megami Tensei* and *Persona* series of role-playing games, the groundbreaking action-adventure/puzzle game *Catherine*, and the upcoming action side-scroller *Dragon's Crown*.

BEHAVIOR INTERACTIVE INC.
OFMR 6208 CONCOURSE

Montreal, Quebec
Canada
www.bhvr.com


**BEIJING PIXEL
SOFTWARE
TECHNOLOGY
JOINT-STOCK CO., LTD.**
2450 SOUTH

Beijing
China
www.pixelgame.net

Jia Zhang, Project Manager; Rui Zhou, Business Supervisor; Xi Liu, Marketing Assistant

Established in March 2002, Pixel specializes in the RandD of game software, especially the MMORPG. With 11 years' experience in multiple-platform game development, Pixel endowed *BladeandSword II* with the highlighted features of the notable *BladeandSword II* series, by diving much deeper in the combat system.


**BEST BOY
ENTERTAINMENT**
2451 SOUTH

Mount Pearl, Newfoundland and Labrador
Canada
www.bestboy.ca

Ed Martin, CEO; Robert Evans, VP Marketing, Distribution & Interactive

Best Boy adapts and creates original IP for web-based and mobile platforms, with a focus on casual and social gaming, as well as AR. The company is currently producing an educational game for preschool – the basis of its first franchise – scheduled to ship August 2013. Best Boy's interactive division, built on 10 years in TV production and distribution, has ambitious plans for growth.

BETHESDA
523 SOUTH

Rockville, MD
United States
www.bethsoft.com


BIGBEN INTERACTIVE
OFMR 6301 CONCOURSE

Lesquin
France
www.bigben.eu

Florence Santer, Head of Export; Laurent Honoret, Head of Sales Group; Isabelle Houzet, Head of Marketing Group; Yannick Allaert, Head of Accessories Dept.; Benoit Clerc, Head of Software Dept.

Bigben Interactive is a major innovative European designer and distributor of gaming, mobile and tablet accessories as well as a Videogame Publisher and Distributor. Bigben Interactive has a large distribution network, a strong international presence, and prestigious partners such as Turtle Beach and Samsung (eg. Cyberbike for SmartTV Series).


BLOODY USA
2054 SOUTH

City of Industry, CA
United States
www.bloody.tw

Bill Hsu, Marketing Director; Jennie Cheng, Manager; Darren Chiu, Sales Associates

Innovation at its finest, A4tech has been a leading software-enhanced computer peripherals company since 1987. Already ahead in the international territories, A4tech is now breaking into the USA market for gaming mouse and keyboards. A4tech offers the world's first fine-tuning software gaming mouse for FPS gaming: Fine-tuned to the pinpoint precision of your recoil setting.

BLUEGA INC.
447 SOUTH

Seongnam, Gyeonggi-do
South Korea
www.bluega.com

BOACOMPRA-UOL
OFMR 6513 CONCOURSE

Maringa, Parana
Brazil
www.boacompra.com

BOHEMIA INTERACTIVE A.S.
2523 SOUTH

Mnisek pod Brdy
Czech Republic
www.bistudio.com

Jiri Jakubec, Sales Manager; Ota Vrtatko, Marketing & Public Relations Manager

Established in 1999 in Prague, Czech Republic, Bohemia Interactive is an independent game developer that focuses on developing original state of-the-art computer entertainment and simulation software, including the research of advanced real-time 3D graphics, artificial intelligence and physical simulation technologies for interactive environments.

BR-1 AMERICA
2350 SOUTH

Miami, FL
United States
www.br-1.com

Willian Shie, President; Michael Advincula, Sales Manager; Jessica Lujan, Sales Executive; Thatiane Pontes, Sales Executive; Agustina Valdovinos, Accounts Payable

BR-1 America is a master video game distributor for Latin America. Working directly with all major publishers, we serve all countries in South America and the Caribbean. A wide range of on-hand inventory along with competitive prices have

made us the leading distributor throughout Latin America. BR-1 is the official distributor for Activision.

BRADYGAMES

2047 SOUTH

Indianapolis, IN
United States
www.bradygames.com

Katie Hemlock, Marketing Manager

BradyGames will take your gaming experience to the next level with our authoritative strategy content (guides and digital) for the biggest games in the industry. From the author to the editor, gaming is our passion and it shows in every strategy guide and digital content offering that we produce.

CAPCOM U.S.A., INC.

2101 SOUTH

San Mateo, CA
United States
www.capcom.com

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises *Resident Evil*®, *Street Fighter*®, *Mega Man*®, and *Devil May Cry*®. www.capcom.com or www.capcom-unity.com.

CCP GAMES
PMR 514

Reykjavik
Iceland
www.ccpgames.com

CCP is the successful independent developer of the critically-acclaimed sci-fi MMO *EVE Online*® and the free-to-play first-person shooter *DUST 514*®, which are linked via the

shared universe of New Eden. Based in Iceland, CCP pioneers technology and design that facilitate emergent behavior, creating virtual worlds more meaningful than real life.

CD DISTRIBUTION OFMR 6309 CONCOURSE

Miami, FL
United States
www.cddistribution.com

CD PROJEKT RED PMR 512

Warsaw, Mazowieckie
Poland
www.thewitcher.com

Adam Badowski, Head of Studio; Michał Nowakowski, Director of Business Development; Marcin Iwinski, Joint CEO; Michał Platkow-Gilewski, Head of Marketing; Tracy Williams, Head of Marketing & Public Relations, Americas

CD Projekt RED received worldwide recognition thanks to its bestselling *Witcher* series. The studio is currently working on the conclusion of its dark fantasy trilogy, *The Witcher 3: Wild Hunt* (TBR 2014) as well as a new title, *Cyberpunk 2077*, a futuristic RPG based on the famous pen-and-paper game created by Mike Pondsmith.

CHASE PAYMENTTECH 2551 SOUTH

Dallas, TX
United States
www.chasepaymenttech.com

Chase Paymenttech has uniquely combined proven payment technology that creates quantifiable value for companies large and small. The company's proprietary platforms enable integrated solutions for all payment types, including credit, debit, prepaid stored value and electronic check processing;

as well as digital, alternative and mobile payment options.

CHINA UNIVERSAL PRESS & PUBLICATION CO., LTD. 2646 SOUTH

Beijing
China
www.cupp.com.cn

Kaiyuan Deng, Project Manager; JingJing Li, Business Executive

China Universal Press & Publication Co., Ltd. organizes several Chinese game companies attending the E3 show, and serves as a bridge between China and foreign game companies.

CI GAMES – CITY INTERACTIVE PMR 307

New York, NY
United States
www.cigames.com

Marek Tyminski, CEO; Marshall Zwicker, Executive VP Sales & Marketing North America & UK; Martin Kwasnica, International Sales Director / Managing Director Germany; Lukasz Mach, Global Public Relations & Marketing Manager

CI Games is an international publisher and developer of interactive entertainment products, with sales in over 40 countries worldwide. Listed on the Warsaw Stock Exchange, CI Games has development and publishing offices in Poland, the US, Germany, the UK, Canada, and Romania. More information can be found at www.Cigames.com.

CLOUDROBOTIX CORPORATION 2662 SOUTH

Middletown, NJ
United States
www.cloudrobotix.com

Ben Herman, CEO; Balint Helyes, CTO; Adam Dalnoki, Founder

Cloudrobotix Corporation is the developer and publisher of the "CloudRobot" using Android controllers, a computer software program and a video game concept using real toys that box.

CloudRobot, winner of the Popular Science "Best of Toy Fair" award, arrives at E3 to showcase its technology and to prepare for battle.

CORESITE

OFMR 6205 CONCOURSE

Denver, CO
United States
wwwcoresite.com

Maile Kaiser, VP of Sales

CoreSite is the data center provider chosen by more than 750 of the world's leading carriers and mobile operators, content and cloud providers, media and entertainment companies, and global enterprises to run their performance-sensitive applications and to connect and do business.

CORONA LABS ONLINE & MOBILE GAME PAVILION (CONCOURSE Foyer)

Palo Alto, CA
United States
www.coronalabs.com

Walter Luh, Founder & CEO; David Rangel, COO; Perry Clarke, VP of Engineering; Inna Treyger, Public Relations & Marketing Manager; Charles McKeever, Developer Evangelist

Corona Labs is reinventing how the world builds mobile content, empowering developers to create cross-platform games, eBooks, and business apps 10x faster. Our flagship product, Corona SDK, is the world's most advanced development platform, used by over 200,000 developers worldwide. For more information, please visit www.coronalabs.com.

CREATIVE MIND INTERACTIVE, INC. 2247 SOUTH

Los Angeles, CA
United States
www.creativemindinteractive.com

Kamran Hayempour, President; Ramin Khorramian, Sales Manager

Creative Mind Interactive (CMI) is one of the leading distributors of video game and smartphone accessories in the nation. CMI provides a complete range of peripherals for every video game platform (Sony, Microsoft, Nintendo), as well as for iPod, iPad, iPhone, smartphones and MP3s.

CRONUS DEVICE 247 SOUTH

Sunny Isles Beach, FL
United States
www.cronusdevice.com

CRYTEK GMBH PMR 303B

Frankfurt am Main
Germany
www.crytek.com

Crytek GmbH is an independent company at the forefront of the interactive entertainment industry, and is dedicated to pushing the boundaries of gaming by creating standout experiences for Xbox 360, PlayStation 3, PC, mobile devices and games-as-service using Crytek's cutting-edge 3D-Game-Technology, CryENGINE®.

 **D3PUBLISHER OF AMERICA, INC.**
OFMR 6101 CONCOURSE

Los Angeles, CA
United States
www.d3publisher.us

David Pava, Senior Director of Marketing & Public Relations

D3Publisher is a leading worldwide publisher of interactive entertainment software for all platforms, including console and handheld gaming systems, personal computers, smartphones, and tablets. The company also owns development studio Vicious Cycle Software, Inc., and its technology platform, Vicious Engine 2™.

 **DAEDALIC ENTERTAINMENT**
OFMR 6509 CONCOURSE

Hamburg
Germany
www.daedalic.de/en

Carsten Fichtelmann, CEO & Founder; Tom Kersten, Sales Manager; Sergei Kilmov, Director of International Publishing

Daedalic is one of Germany's most acclaimed and decorated publishers and developers, garnering numerous awards for adventure games. In its internal studio, Daedalic is currently developing a host of new and innovative games that include the upcoming games *The Night of the Rabbit*, *Blackguards* and *Goodbye Deponia*, as well as unannounced titles for PC.

DEEP SILVER, INC.

 **DEEP SILVER**

Larkspur, CA
United States
www.deepsilver.com

Geoff Mulligan, COO; Aubrey Norris, Director of Marketing & Public Relations - North America; Vivien Dollinger, Director of Development

Deep Silver develops and publishes interactive games for all platforms. The company is the home to the *Dead Island*™, *Sacred*™, *Metro*™: *Last Light*, *Saints Row*™, *Ride to Hell*™ and *Risen*™ franchises. Deep Silver is a wholly-owned subsidiary of Koch Media, GmbH, and includes the renowned development studio Deep Silver Volition, based in Champaign, IL.

DIGITAL HEARTS USA INC.

OFMR 6204 CONCOURSE

Torrance, CA
United States
www.digitalheartsusa.com

John Yamamoto, President & CEO; Mike Nehme, Regional Sales Manager/Business Development; Eric Kwan, QA Manager; Yoshimi Yoshikawa, Accounting/Administration; Kevin Yomchinda, QA Coordinator

DIGITAL Hearts is the largest QA service vendor in Japan, providing testing, localization, and marketing assistance for video games and other applications. DIGITAL Hearts USA Inc. is the North American subsidiary of DIGITAL Hearts and is one of several branch offices, including ones in Japan, Korea, and Thailand.

DISNEY INTERACTIVE

1001 SOUTH

Glendale, CA
United States
www.disney.com

Disney Interactive, one of the world's largest creators of high-quality interactive entertainment across all platforms, is the part of The Walt Disney Company responsible for the global creation and delivery of interactive entertainment, multi-platform video games, and family-focused content across all current and emerging digital media platforms.

DREAMGEAR

5422 WEST

Torrance, CA
United States
www.dreamgear.net

a proprietary database of over 100 million internally researched data points from more than 50,000 physical, digital, mobile, and social video game products.

DREAMWORKS ANIMATION

5536 WEST

Los Angeles, CA
United States
www.foxmovies.com

ELECTRONIC ARTS

1601 SOUTH, PMR 403A,
ONLINE & MOBILE GAME
PAVILION (CONCOURSE FOYER)

Redwood Shores, CA
United States
www.ea.com

Electronic Arts (EA) is a global leader in digital interactive entertainment. Founded in 1982, the company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 275 million registered players and operates in 75 countries. EA's homepage is www.ea.com.

DTS

OFMR 6313 CONCOURSE,
OFMR 6412 CONCOURSE

Calabasas, CA
United States
www.dts.com

DTS is dedicated to delivering an immersive entertainment experience. Nearly all Blu-ray titles feature a DTS encoded soundtrack. DTS solutions are also increasingly relied upon for delivering content in surround sound to connected devices.

E-BLUE

2255 SOUTH

Brooklyn, NY
United States
www.e-blue.jp

 **E-BLUE**

PMR 519

Carlsbad, CA
United States
www.eedar.com

Greg Short, President & CEO; Geoffrey Zatkin, President & COO; Rich Ow, VP, Client Solutions; Jesse Divnich, VP, Insights

EEDAR is the largest specialty video game research firm in the world, serving 100% of the top 25 global publishers. EEDAR's metadata, technology, research, and consulting services leverage

EN MASSE ENTERTAINMENT

OFMR 6213 CONCOURSE,
OFMR 6312 CONCOURSE

Seattle, WA
United States
www.enmasse.com

Young Park, Product Manager

En Masse Entertainment is dedicated to building and publishing the finest online games in the world: games that meet the highest industry standards, are made by gamers for gamers, and reflect our passion and sense of fun. En Masse's inaugural game, *TERA*, is a true action MMO that engages players and puts them at the center of the action.

EPIC GAMES INC.

PMR 501A

Cary, NC
United States
www.epicgames.com

Epic Games develops cutting-edge games and cross-platform game engine technology. The company is responsible for the bestselling *Unreal* series, the blockbuster *Gears of War* franchise and the groundbreaking *Infinity Blade* line of mobile games. Epic's award-winning Unreal Engine technology holds dozens of awards and is available for licensing.

ESTSOFT CORP.

PMR 447

Seocho-gu, Seoul
South Korea
www.estsoft.com


EXEO ENTERTAINMENT, INC.
4010 WEST

Las Vegas, NV
United States
www.exeoent.com

Scott Amaral, CEO; Jeff Weiland, President; Mohamed Alkokabani, Engineering; Mike Pockett, Investor Relations

Exeo Entertainment, Inc. manufactures the patent-pending multi-disc video game changer as well as keyboards for smart TV and casual gaming applications.

EXTRA LIFE

WEST HALL LOBBY

Salt Lake City, UT
United States
www.extra-life.org

Jeromy Adams, Extra Life Founder & Director; Megan Hillier, Event Manager; Clint Curry, Public Relations Manager; Julie Russon, Social Media Manager; Nick Ward, Senior Director, Information Systems

Visit the Extra Life booth and see how playing games can heal kids. This growing grassroots program will connect thousands of gamers for 24 hours on Saturday, Nov. 2 to support the 1 in 10 North American kids treated at Children's Miracle Network Hospitals®. By seeking online donations, Extra Life lets gamers be heroes for local sick & injured kids.

FIKSU

2355 SOUTH

Boston, MA
United States
www.fiksu.com

Laura Chamberlain, Marketing Coordinator

Fiksu® is a mobile app user acquisition platform that helps app marketers overcome the complex and expensive challenge of promoting iOS and Android apps in the vastly crowded app marketplace. Fiksu increases ROI by cost-effectively delivering loyal users – those users who return repeatedly to an app and are most likely to monetize.


**FOCUS HOME
INTERACTIVE**

5622 WEST

Pantin Cedex
France
www.focus-home.com

Cédric Lagarrigue, CEO; John Bert, Business Director; Aurélie Rodriguez, International Business Developer; Thomas Barrau, Marketing Manager

Founded in 1996, Focus Home Interactive is an independent French publisher based near Paris. Known for the quality, diversity and originality of its catalogue, Focus has published and distributed original games that have become benchmark titles worldwide – such as *Blood Bowl*, *Divinity 2*

DKS, *Wargame*, *Sherlock Holmes*, *Cities XL* and *Farming Simulator*.

FUTURE

OFMR 6904 CONCOURSE

South San Francisco, CA
United States
www.futureus.com

Nathan Hunt, VP, Sales & Business Development; Isaac Ugay, Senior National Sales Director

Future is an international special-interest media group. The company holds strong market positions in games, technology, action sports, film, automotive and crafts. Future sells over 2.2 million magazines each month; attracting more than 45 million unique visitors to its websites; and delivering over 100 digital editions and bespoke apps on tablet.

GAME CONNECTION

5200 WEST

Lyon
France
www.game-connection.com

Eric Lacroix, Project Manager; Roufina Guenkova, Sales Manager EMEA; Rasmus Thomsen, Sales Manager North & Latin America, Australia, Scandinavia & Spain; Yawen Tan, Sales Manager Asia; Giulia Palmieri, Marketing Manager

Game Connection is an international conference that gives games industry professionals the opportunity to network and promote their products. Since 2001, key players gather three times per year—in Europe, the US, and Asia—to do business together, interact and socialize, thanks to a streamlined match-making system. Visit us at E3 in the West Lobby!

**GAME DEVELOPERS
CONFERENCE (GDC)**

OFMR 6900 CONCOURSE

San Francisco, CA
United States
www.gdcconf.com

Meggan Scavio, General Manager, Game Developers Conference Events; Aaron Murawski, VP of Sales; Bibi Jackson, Director of Marketing

The Game Developers Conference (GDC) is the essential market-defining professionals-only game industry event. GDC attracts 22,500+ attendees, features 400+ sessions and is the primary forum where those involved in the development of interactive games gather to exchange ideas and shape the future of the industry. The GDC is produced by the UBM Tech.

GAME INFORMER

OFMR 6212 CONCOURSE

Minneapolis, MN
United States
www.gameinformer.com

Game Informer is a 22-year publishing veteran with over 7.8 million paid monthly subscribers. It's the industry's leading consumer publication and the 3rd largest overall consumer magazine in the United States. Webby award-winning gameinformer.com maintains the fastest growing online community of gamers with over 3 million monthly unique visitors.



GAME INSIGHT

OFMR 6713 CONCOURSE

Road Town, Tortola
Virgin Islands
www.game-insight.com

Game Insight is a world leader in mobile/social free-to-play games for iOS, Android, Facebook, and Web. The company has more than 600 passionate game developers with an internal network of more than 10 different studios that create #1 top-grossing hits worldwide, creating a global audience of more than 150 million active users.

GAMECHURCH.COM

2446 SOUTH

Ventura, CA
United States
www.gamechurch.com

We created Gamechurch.com primarily to bring you the best possible gaming content available. But we also want you to know that Jesus loves you, right where you are, no matter what. You don't have to clean up or wear a collared shirt, and you definitely don't have to stop gaming. So game on!

GAMEROFT

5522 WEST

San Francisco, CA
United States
www.gameloft.com

Michel Guillemot, CEO Founder;
Gonzague De Vallois, Senior VP
Publishing

A leading global publisher of digital and social games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and is present on all continents.

GAMEMASTER
5530 WEST

Ontario, CA
United States
www.be-themaster.com

Simon Chen, Manager; Janet Hu, Merchandiser; Robert Lo, Manager/Sales Coordinator

GameMaster by Ace Elite, Inc. is the designer and manufacturer of accessories for multiple handheld game consoles. Our brand concept is to bring quality, innovative, and affordable products to enhance user experience. Ace Elite, Inc. will be exhibiting its brand new tablet accessory line, Mazz, at E3 2013.

**GAMES FOR HEALTH:
THE GET-WELL GAMERS
FOUNDATION**

2454 SOUTH

Huntington Beach, CA
United States
www.getwellgamers.org

GAMESPOT

4500 WEST

San Francisco, CA
United States
www.gamespot.com

Charles Harrington,
Communications Specialist

Focused on a broad spectrum of video game related content, GameSpot reaches millions of gamers worldwide with the trusted information, media, and community content they crave. Jam-packed with breaking news, exclusive videos, downloads, insightful reviews, cheats, and hardware recommendations, GameSpot is the standard for all things gaming.

**GAMEWORLD
DISTRIBUTORS**

2346 SOUTH

Corona, NY
United States
www.gameworlddistributors.com

Jeff Bandler, CEO; Isaac Sidaoui, COO; Thomas Baron, VP; Craig Pullman, VP of Sales & Marketing; Fabrice Bouteuf, Senior Director of Sales

Gameworld is a full service wholesale distributor of video game hardware, software, and accessories. Located in New York City, Gameworld has been providing excellent service coupled with the lowest prices in the industry for over 40 years. Stop by our booth for the best deals and specials of the show.

GIOTECK

2847 SOUTH

Letchworth Garden City, Herts
United Kingdom
www.gioteck.com

GLOBALSTEP LLC

OFMR 6308 CONCOURSE

Dallas, TX
United States
www.globalstep.com

GREEN THROTTLE

5430 WEST

Santa Clara, CA
United States
www.greenthrottle.com

**HAUPPAUGE
COMPUTER
WORKS INC.**

5630 WEST

Hauppauge, NY
United States
www.hauppauge.com

Ron Petralia, VP of Sales; Brice Washington, Marketing

Hauppauge Computer Works is a leading developer and manufacturer of HD video recorders and digital TV and data broadcast receiver products for personal computers. Our objective is to equip the world with technology that heightens the standards of entertainment, whether it's turning your PC into a DVR, or streaming to the world, the power is yours!

HAVOK

OFMR 6801 CONCOURSE

San Francisco, CA
United States
www.havok.com

Havok is a leading provider of game development technologies with over 13 years of experience servicing demanding technical requirements for leading customers in the commercial games and entertainment industry. A combination of Havok's superior technology and world-class support has led to the company's technology being used in over 500 titles.

**HONG KONG CYBERPORT
MANAGEMENT COMPANY
LIMITED**

2154 SOUTH

Hong Kong
China
www.cyberport.hk

**HONG KONG TRADE
DEVELOPMENT COUNCIL**

2154 SOUTH

Los Angeles, CA
United States
www.hktdc.com

Julia Son, Marketing Manager

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong companies. With more than 40 global offices, the

HKTDC organizes trade fairs and missions to connect companies with opportunities in Hong Kong and on the mainland.

HORI (U.S.A.), INC.
OFMR 6912 CONCOURSE

Torrance, CA
United States
www.horiusa.com

Ryuta Horinouchi, President; Masami Kawarasaki, VP; Yuuki Mizutani, Area Sales Manager; Ryo Mihara, Sales Rep.; Doug Hargrave, Sales Rep.

Founded in 1969 and working closely with games console manufacturers from 1983, Hori Co. Ltd was one of the first 3rd party licensed accessory makers in the world. Since 2004, Hori has expanded its operations globally and now has offices in the US, and the UK, enabling worldwide distribution and swift and effective customer service.

HYPERKIN, INC.
417 SOUTH

South El Monte, CA
United States
www.hyperkin.com

Thomas Mar, General Manager; Cindy Chen, Sales Manager; David Yu, Marketing Director; Ramon Navos, Senior Account Executive; Edward Lule, Account Executive

Hyperkin designs and manufactures video gaming peripherals and accessories for current generation and retro consoles. Our mission is to provide both our retail partners and consumers an exceptional product line, outstanding customer service, and competitive price points. We take great pride in creating products that meet the demands of all gamers.

IGN ENTERTAINMENT

4512 WEST

San Francisco, CA
United States
www.ign.com

Vivek Shah, CEO; Peer Schneider, Co-founder, Executive VP, Content & Publishing; Charlie Barrett, Executive VP, Sales

Serving 28 million gamers monthly across the globe with local languages in 40 countries, IGN is the #1 most read and watched video game and fan culture network on the planet.

INCOMM

OFMR 6501 CONCOURSE,
OFMR 6600 CONCOURSE

Atlanta, GA
United States
www.incomm.com

Dave Etling, VP, Business & Product Development; Michael Frasier, Sr Director, Business Development - Content; Liz Ross, Manager, Business Development; Fred Song, Director, Business Development; Simon Osgood, Director, Business Development

InComm is a leading provider of cutting-edge prepaid products, services and transaction technologies to retailers, brands and consumers. InComm supports more than 400,000 points of distribution and helps retailers build prepaid card destinations, connects brands with new markets and gives consumers a secure shopping experience.

**INDIECADE:
THE INTERNATIONAL
FESTIVAL OF
INDEPENDENT GAMES
INDIE GAME SHOWCASE**

3035 SOUTH

Venice, CA
United States
www.indiecade.com

Stephanie Barish, CEO; Samuel Roberts, Festival Director; Celia Pearce, Festival Chair; Erin Shaver, Executive Assistant; Riley Pietsch, GameMaker Relations

IndieCade supports independent game development and organizes international events showcasing the future of independent games. It encourages and cultivates innovation and artistry in interactive media by designing events and programs to bring visibility to and facilitate the production of new works within the emerging independent game movement.

INNEX, INC.

5636 WEST

Pomona, CA
United States
www.innexinc.com

Jenny Rodriguez, Senior Marketing Associate; Ron Pang, VP of Business Development

While initially established as a distributor of videogame peripherals, Innex has grown to include videogame-related toys, gifts, and mobile and audio accessories. With just under a decade of operation, Innex has become an award-winning leader in global distribution.

INNOGAMES

OFMR 6705 CONCOURSE

Hamburg
Germany
www.innogames.com

Alexa Mann, International Public Relations Manager; Fabio Lo Zito, B2C Public Relations Manager; Michael Zillmer, COO & Co-founder; Laura Farbo, Media Relations Manager; Volker Dressel, CMO

With about 100 million registered users, German-based InnoGames belongs to the biggest developers and publishers of online games.

The company specializes in free-to-play online and mobile games – notably Tribal Wars, Grepolis and Forge of Empires, among others.

**INTERNATIONAL
GAME DEVELOPERS
ASSOCIATION (IGDA)**

WEST HALL LOBBY

Mt. Royal, NJ
United States
www.igda.org

Kate Edwards, Executive Director; Tristin Hightower, Operations Manager

The International Game Developers Association is the largest non-profit membership organization serving all individuals that create video games. The IGDA exists to advance the careers and enhance the lives of game developers worldwide by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

INTO THE PIXEL
CONCOURSE FOYER

Washington, DC
United States
www.intothepixel.com

Martin Rae, President, Academy of Interactive Arts & Sciences; Dan Hewitt, VP of Media Relations & Event Management, Entertainment Software Association; Debby Chen, Marketing & Communications Manager, Academy of Interactive Arts & Sciences; Claudio Tapia, Project Manager, Academy of Interactive Arts & Sciences

The Entertainment Software Association (ESA) and the Academy of Interactive Arts & Sciences bring to E3 "Into the Pixel" (ITP), an exploration and celebration of the art of video games from around the world. Created in 2004 by the ESA, ITP has pioneered digital game art exhibitions and continues to facilitate this valuable conversation between traditional and digital art.

JACK OF ALL GAMES

OFMR 6404 CONCOURSE

Greenville, SC
United States
www.jackofallgames.com

Fred Towns, President, New Age Electronics & Jack of All Games; Gary Palenbaum, Sr VP, Product Management; Bob Culliton, VP, Sales; Julie Coughlin, Senior Director, Product Management; Eric Kirkendall, VP, Sales

Jack of All Games - A Gaming Partner for Success! We are one of the only distributors direct with all three manufacturers – a leader with Microsoft, and Sony's fastest-growing distributor. We carry titles from top software publishers. We create bundles and carry quality accessories. We distribute to Retail, DTC and also offer a digital distribution solution.

JELLYOASIS INC

447 SOUTH

Bucheon, Gyeonggi-do
South Korea
www.jellyoasis.com

JSC GAMES CO., LTD

447 SOUTH

Gangnam-gu, Seoul
South Korea
www.jscgames.com



KEMCO

2546 SOUTH

Higashihiroshima,
Hiroshima Pref.
Japan
www.kemco-games.com

Masaomi Kurokawa, Manager

KEMCO is a Japanese developer/publisher, specializing in game-apps for iOS/Android devices. We have a wealth of experience of producing Japanese-style RPGs (JRPGs) which are a blend of tradition and innovation. In our booth we are showing our latest fully-translated JRPGs, and

we have information about a groundbreaking new title. Enjoy!

KONAMI DIGITAL ENTERTAINMENT, INC.

2401 SOUTH

El Segundo, CA
United States
www.konami.com

George Richard, VP of Sales & Marketing; Jay Boor, Director of Public Relations; Cynthia Brown, Promotions & Events Manager

Konami is a leading developer, publisher and manufacturer of electronic entertainment properties. Konami's titles include the popular franchises *Metal Gear Solid*, *Silent Hill*, *DanceDanceRevolution* and *Castlevania*, among other top sellers. The latest information about Konami can be found on the Web at www.konami.com.

KOREA ASSOCIATION OF GAME INDUSTRY

2455 SOUTH

Gangnam-gu, Seoul
Korea
www.gamek.or.kr

KOTRA (KOREA TRADE INVESTMENT PROMOTION AGENCY)

447 SOUTH

Los Angeles, CA
United States
www.kotrala.com

KOTRA (Korea Trade-Investment Promotion Agency) is a non-profit, government agency of Republic of Korea committed to promoting international trade and investment. KOTRA Los Angeles KBC (Korean Business Center), as part of KOTRA's worldwide network of over 119 offices in 81 countries, offers a wide variety of initiatives to support U.S. clients.

KOUNT

2251 SOUTH

Boise, ID
United States
www.kount.com

Don Bush, VP Marketing; Jack Alton, VP Sales

Kount helps online game companies boost sales by reducing fraud, allowing them to accept more valid players. Our all-in-one, SaaS platform is designed to dramatically improving bottom line profitability. Companies using Kount can accept more orders from more people in more places than ever before.

LATAM GAMES, LLC.

2347 SOUTH

Miami, FL
United States
www.latamgames.com

Mike Baqai, Director of Sales; Carolina Belletti, Sales Manager; Noe Podesta, Sales Manager; Winston Pulley, Sales Manager

LATAM Games, LLC is a full service video games distributor based in Miami, USA, for Latin America and the Caribbean – with emphasis on Argentina, Colombia, Ecuador, Paraguay and Peru. We offer a selection of 5000 SKU with the most recent and value/classic titles. Official Distributor for: Bethesda, Capcom, Disney, Namco Bandai, Sega, and Take 2.

LITTLE ORBIT

PMR 308A

Rancho Santa Margarita, CA
United States
www.littleorbit.com

Matthew Scott, President/CEO; Terry Malham, Director of European Operations; Kathy Bucklin, Director of Production; Doug Panter, Director of Marketing; Clever Communications, Public Relations Agency

Little Orbit is a worldwide video game publisher with a focus on licensed-based entertainment products.

Founded by industry veterans, key development, sales and marketing personnel, Little Orbit is focused on 3 primary channels of distribution including traditional and non-traditional retail channels and digital download over various platform networks.

MACHINIMA

223 SOUTH

West Hollywood, CA
United States
Machinima.com

Allen DeBevoise, Chairman, Co-Founder & CEO; Philip DeBevoise, President & Co-Founder

Machinima is the dominant video entertainment network for young males around the world, with over 1.9 billion video views per month and over 250 million viewers monthly.

MAD CATZ, INC.

4810 WEST, ONLINE &
MOBILE GAME PAVILION
(CONCOURSE FOYER)

San Diego, CA
United States
www.madcatz.com

MAG II GUN

457 SOUTH

Shenzhen, Guangdong
China
www.g-matecontroller.com

MAG II GUN is a gun-shaped controller which can be used for all shooting games on PS3, PC and Xbox 360. Enjoy immersive and realistic FPS gameplay that will enhance your experience with more realistic, fast and accurate gameplay.

MAJESCO ENTERTAINMENT

PMR 308A

Edison, NJ
United States
www.majescoent.com

Jesse Sutton, CEO; Anna Chapman, VP of Sales; Adam Sultan, General Counsel; Liz Buckley, Senior VP of Marketing

Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on all leading console and handheld platforms as well as mobile devices.

MAXIMUM GAMES, LLC
OFMR 6505 CONCOURSE

Walnut Creek, CA
United States
www.maximumgames.com

Christina Seelye, CEO;
Len Ciciretto, President

Maximum Games is a US publisher of console and handheld video games on all platforms. Plans this year include release of the turn-based arcade compilation *Worms™ Collection*, the explosive FPS *The Serious Sam™ Collection*, and the underwater racing sensation *Jett Tailfin™*, among other titles in genres ranging from simulation to strategy and puzzle.

MCV

Hertford, Hertfordshire
United Kingdom
www.mcvuk.com

Stuart Disney, Publisher;
Michael French, Editor in Chief;
Lesley Blumson, Advertising
Manager; Chris Dring, Associate
Editor; Jennie Lane, Advertising
Executive

MCV is the leading trade news
and community site for all

professionals working within the UK and international video games market. It reaches everyone from store manager to CEO, covering the entire industry. MCV is published by Intent Media, which specializes in entertainment, leisure and technology markets.

MECCA ELECTRONICS

2363 SOUTH

Long Island City, NY
United States
www.meccaelect.com

Mecca Electronics is a leading full-service distributor of interactive hardware, software and accessories. Mecca is recognized in the industry as a key distributor in North America for first party companies: Microsoft, Nintendo and Sony. And is also known for its distribution of all third party publishers of video games.

MICROSOFT CORPORATION
4100 WEST, OFMR 4030 WEST

Redmond, WA
United States
www.xbox.com

Founded in 1975, Microsoft is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. To learn more about Microsoft's business units and Board of Directors, get contact information, locate a sales office, or view our latest advertisements please visit our website.

**MINISTRY OF ECONOMY OF
THE REPUBLIC OF POLAND**

2847 SOUTH

Warsaw, Mazonwieckie
Poland
www.mg.gov.pl

MOBILEBUS INC.

PMR 447

Seongnam, Gyeonggi-do
South Korea
www.mobilebus.co.kr

MONOPRICE, INC.

2351 SOUTH

Rancho Cucamonga, CA
United States
www.monoprice.com

George Pappas, Public Relations Specialist; Chris Apland, Product Manager

Monoprice, Inc. (DBA Monoprice.com) is an eCommerce leader specializing in high-quality, affordable branded tech products such as cables, computer components and accessories. We have built our reputation by consistently delivering a variety of premium quality products at prices far below retail competitors.

MULTIPLAYER.IT

OFMR 6409 CONCOURSE

Terni (TR)
Italy
www.multiplayer.it

Andrea Pucci, CEO; Luca Persichetti, Marketing Manager; Pierpaolo Greco, Editor in Chief; Antonio Jodice, Sales Manager

Multiplayer.it is the biggest and most popular Italian video games website. The best place where the gamers can find articles, news and trailers regarding every video game on the market.
www.multiplayer.it

**NAMCO BANDAI GAMES
AMERICA INC.**

PMR 304B, PMR 304C

San Jose, CA
United States
www.namcobandaigames.com

Carlson Choi, VP of Marketing & Digital Sales; Denny Chiu, Associate Director of Marketing Communications

NATSUME INC.

515 SOUTH, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Burlingame, CA
United States
www.natsume.com

Hiro Maekawa, President & CEO; Graham Markay, VP of Operations; Sanae Maekawa, Creative Director; Sachiyo Davidson-Mizu, International Communication Manager; Clever Communications, Public Relations Agency

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive software for a variety of platforms, including Nintendo and Sony. Best known for the popular *Harvest Moon* and *Reel Fishing* brands, Natsume is dedicated to producing quality video games for the entire family.

NEOSWELL CO. LTD.

447 SOUTH

Seongnam, Gyeonggi-do
South Korea
www.neoswell.com

Philip Choi, CEO & President

We deliver a game service solution, ©POWERBAND, for online/mobile gaming service. We have an installed based for Mat-go and Mah-jong and are now porting on mobile. Eco-city is a city builder social game with graphics of buildings and objects, to be operated in China this year. Players can construct and manage the fortress by producing, processing, and battling.



NINTENDO OF AMERICA INC.

4822 WEST, OFMR 5244 WEST

Redmond, WA
United States
www.nintendo.com

Reggie Fils-Aime, President & COO; Scott Moffit, Executive VP of Sales & Marketing

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd. manufactures and markets hardware and software for its Wii U™ and Wii™ home consoles, and Nintendo 3DS™ and Nintendo DS™ families of portable systems. Subsidiary Nintendo of America Inc., based in Redmond WA, serves as headquarters for Nintendo in the Western Hemisphere.

 **NORDIC GAMES**
OFMR 6605 CONCOURSE

Vienna
Austria
www.nordicgames.at

Egil Strunke, VP; Klemens Kreuzer, Managing Director; Eric Wuestman, Sales & Marketing Director, North America; Georg Klotzberg, Sales Director; Reinhard Pollice, Business & Product Development Director

Nordic Games GmbH is a wholly owned publishing subsidiary of Nordic Games Holding AB. Founded in 2011, the Vienna, Austria-based company Nordic Games GmbH puts great emphasis on its extensive game catalogue. The core portfolio comprises products and brands which are spread over a wide array of different genres and platforms.

NPICSOFT

447 SOUTH

Gangnam-gu, Seoul
South Korea
www.npicsoft.com

NVIDIA CORPORATION2323 SOUTH, ONLINE &
MOBILE GAME PAVILION
(CONCOURSE FOYER)

Santa Clara, CA
United States
www.nvidia.com

Join NVIDIA at E3 to explore the future of open-platform gaming. As a global leader in gaming, NVIDIA is committed to driving the PC and mobile platforms, including: Exciting new PC titles running on the latest NVIDIA® GeForce® hardware; the NVIDIA GRID™ cloud gaming platform, and great new Android titles running on the NVIDIA SHIELD™ gaming portable.

NYKO TECHNOLOGIES

5000 WEST

Los Angeles, CA
United States
www.nyko.com

 **OCULUS VR**
PMR 517

Irvine, CA
United States
www.oculusvr.com

Palmer Luckey, Founder; Brendan Iribe, CEO; Laird Malamed, COO; Nate Mitchell, VP Product

Oculus VR, Inc. is revolutionizing the way people experience video games. The company's first product, the Oculus Rift, is a virtual reality headset that allows players to step inside the game. It provides an immersive, stereoscopic 3D experience with an ultra-wide field of view and super low latency head tracking.

ONLIVE

PMR 401

Mountain View, CA
United States
www.onlive.com

OnLive is building the future of cloud gaming and computing. The OnLive Game Service makes console-quality games instantly playable on TV, Mac, PC and Android tablets. OnLive Desktop turns tablets into cloud PCs with access to popular Office apps. OnLive is the leader in delivering visual computing via the cloud for gaming and other industries.

OSTCS

2650 SOUTH

Covina, CA
United States
www.ostcs.com

Brian Pinkus, CEO

With a team of passionate, highly skilled game masters, technical agents, and customer support representatives all dedicated to providing top tier service, OSTCS is the premier choice for gaming, technical, and customer support services. Developing key relationships and embracing a concept of true partnership sets OSTCS apart from its competitors.

PDP

2803 SOUTH

Sherman Oaks, CA
United States
www.pdp.com

Jean Mitchell, Director of Marketing Services

Performance Designed Products (PDP) has been the industry leader in gaming accessories for over 15 years. Together with our flagship brands Afterglow and Rock Candy, we have the best licenses in the business – including Nintendo, Microsoft, Sony, Energizer, NERF, and Disney. PDP can be found in most major retailers worldwide and at www.pdp.com.

PEARLABYSS CORP.

447 SOUTH

Anyang, Gyeonggi-do
South Korea
www.pearlabyss.com

PLANTRONICS, INC.

OFMR 6612 CONCOURSE

Santa Cruz, CA
United States
www.plantronics.com

 **PLAYSEAT**

OFMR 6701 CONCOURSE

Redmond, WA
United States
www.playseatamerica.com

Fernando Smit, CEO, Playseat; Bobby King, President-Playseat America; Justin King, Director Sales-Playseat America

Playseat racing, gaming and flight simulators: The ultimate gaming experience at home. Playseat is the world's premiere brand of gaming chairs, racing chairs and flight seats. Playseat products take gaming, racing and flight simulation to a whole new level. Immerse yourself in the game experience.

PLAYSTATION® MOBILEONLINE & MOBILE GAME
PAVILION (CONCOURSE FOYER)

Foster City, CA
United States
us.playstation.com/
playstationmobile

PLEXTOR

2563 SOUTH

Fremont, CA
United States
www.plextoramericas.com

POLE TO WIN**OFMR 630 CONCOURSE**

Sunnyvale, CA
United States
www.PoleToWinInternational.com

Marlene Tuzar, VP, Global Sales; Toru Kusano, Sales Manager, Global Business Division; Donna Wojtowicz, US Sales Manager; Masato Takahashi, Regional Sales Manager; Michel Buch-Andersen, Director of Business Development

Pole To Win is interested in meeting with publishers and developers working on all platforms worldwide. Pole To Win is available to discuss all of your games testing, localization, multi-lingual customer support and on-site sourcing needs. We look forward to helping companies big and small in achieving their greatest successes in 2013 and beyond.

POLK AUDIO**OFMR 4016 WEST**

Baltimore, MD
United States
www.polkaudio.com

POWERA**5212 WEST**

Woodinville, WA
United States
www.powera.com

John Moore, DVP Product Development; Lucky Emani, VP Sales; Neil Wood, Step 3 - Public Relations Firm

PowerA creates accessories for the world's best video game and mobile technologies. We are a leading provider of controllers for Xbox, Playstation and Nintendo, mobility cases for Star Wars and Star Trek and action sets for Skylanders. In 2012, PowerA launched MOGA, which transforms your Android into a mobile gaming machine. www.PowerA.com

PRIMA GAMES**OFMR 6300 CONCOURSE**

Roseville, CA
United States
www.primagames.com

Debra Kempker, President; Aaron Lockhart, Licensing Manager; Mark Hughes, Sales & Marketing Director; Veronika Monell, Director, Data Management; Fernando Bueno, Editor in Chief

Prima Games, an imprint of Random House Inc., is the most trusted name in video game strategy. Whether it is with a Prima Official Game Guide or on PrimaGames.com, we've been helping gamers get the most of their games for 20 years. As pioneers in video game strategy, we've introduced numerous innovations in companion guides, apps, and web.

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United States
www.provsgijoe.org

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www.qualcomm.com

Qualcomm Technologies, Inc. is a wholly-owned subsidiary of Qualcomm Incorporated, the world leader in 3G, 4G and next-generation wireless technologies. The latest Qualcomm Snapdragon processors deliver blazing fast apps, visually stunning graphics, breakthrough multimedia, seamless communications and outstanding battery life for mobile.

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Nintendo licensed 3DS, 3DS XL, DSi, DSi XL, and Wii U system carrying cases and accessories. Sanrio co-branded Nintendo 3DS, 3DS XL, DSi and DSi XL carrying cases and essentials packs. Sony licensed PS Vita, PSP, and Playstation 3 system carrying cases. I Traveler tablet carrying cases and accessories.

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South Korea
www.racoonsoft.co.kr

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Carlsbad, CA
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www.razerzone.com

Razer™ is the world leader in high performance gaming hardware. Founded in 1998, with its headquarters in Carlsbad, California, the company has offices in nine cities around the globe. Razer provides gamers with the fair advantage of cutting-edge technology and award-winning design.

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www.rebellion.co.uk

Jason Kingsley, CEO;
Chris Kingsley, CTO

Rebellion is Europe's top independent games developer with a 20-year track record of worldwide number one hits including *Aliens Vs Predator*, *The Simpsons Game* and *Sniper Elite*.

REV3GAMES**3047 SOUTH**

San Francisco, CA
United States
revision3.com/games

RIOT GAMES**PMR 304A**

Santa Monica, CA
United States
www.riotgames.com

Riot Games aspires to be the most player-focused game company in the world. We were established in 2006 by a couple of entrepreneurial gamers who believe player-focused game development can result in awesome games. In 2009, we released our debut title, *League of Legends*, to critical and player acclaim. Over 32 million play every month.

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Hollywood, CA
United States
www.risingstargames.com

Martin Defries, President;
Phil Robinson, VP

A long-standing boutique video game publisher with catalog of more than 100 titles, Rising Star Games will reveal its 2013 lineup at E3 2013.



2857 SOUTH

Palo Alto, CA
United States
www.sap.com

Alan Miller, VP, SAP Precision Gaming; Andreas Vogel, PhD, VP - Development, SAP Precision Gaming; Sheila Zelinger, VP, Customer Development & Marketing; Rajiv Nema, Director, Technology & Innovation Marketing; Kijoon Lee, VP, Technology & Innovation Marketing

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United States
www.scosche.com

Roger Alves, President; Kas Alves, Executive VP; Vince Alves, Executive VP; Doug Broadhurst, Marketing Manager; Jack DeBiasio, Sr. Product Manager

Founded in 1980, Scosche Industries is an award-winning innovator of consumer technology and app-powered mobile accessories – committed to delivering quality, value and unmatched customer service. With over 95 patents and countless industry awards, it's easy to see why Scosche is consistently at the forefront of technology and innovation.

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1047 SOUTH, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

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United States
www.sega.com

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5436 WEST

Fresno, CA
United States
www.playensemble.com

SemiFormal Studios is an indie development studio based in Fresno, CA. Our flagship project is *Ensemble Online*, a revolutionary, browser-based MMORTS. We're a dedicated team of industry veterans, determined to make some of the most mind-blowingly awesome titles ever released.

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Jason Shebilo, Executive Producer & Host

Sirius XM is bringing its listeners closer to E3 with coverage all week long. Tune in for news, updates, and the latest developments from the games, developers, and platforms you love.

SNAIL GAMES USA

5222 WEST

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United States
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United States
www.solutions2go.com

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Solutions 2 GO, LLC. specializes in distributing products to retail and e-commerce companies in a customer-centric way with an array of value-added services, promotions, unique product offerings and packaging. S2G develops and provides solutions and opportunities for its vendors and customers that help them be more efficient, effective and profitable.

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4522 WEST, OFMR 4144 WEST, PMR 501B, PMR 501C, PMR 504, PMR 506, PMR 507, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Foster City, CA
United States
us.playstation.com

SONY COMPUTER ENTERTAINMENT EUROPE

PMR 515A

London
United Kingdom
eu.playstation.com

SONY ONLINE ENTERTAINMENT

4800 WEST

San Diego, CA
United States
www.soe.com

Michele Cagle, Director of Global Communications; Don Vercelli, Senior VP of Sales; Louis Flgueroa, Senior VP of Business Development; Laura Naviaux, Senior VP of Global Sales & Marketing

Sony Online Entertainment LLC is a recognized worldwide leader in massively multiplayer online games. Best

known for its blockbuster hits and franchises, including *EverQuest®*, *DC Universe™ Online*, and *PlanetSide®2*, SOE creates, develops and provides compelling online entertainment for a variety of platforms. To learn more, visit www.soe.com.

SPACE SPORTS

ONLINE & MOBILE GAME

PAVILION (CONCOURSE FOYER)

Marina del Rey, CA
United States
www.spacesports.com

Mark Thomas, Founder & President; Chris Thomas, CEO; Hilton Warmback, CTO; Cameron Hood, CCO; Ivana Pignatelli, CPO

Planet Toccer Holding Ltd., founded by former world class athlete, Mark Thomas, has teamed up with leading animated film and gaming industry veterans to launch *Space Sports*, a 3D mobile game app. *Space Sports* is a highly engaging and competitive 3D game app with rich graphics and cosmic monsters.

SQUARE ENIX, INC.

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United States
www.square-enix.com

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Canada
www.stinkyboard.com

STRAKER TRANSLATIONS

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United States
www.strakertranslations.com




SUNFLEX USA LLC
 5604 WEST

Van Nuys, CA
 United States
www.snakebyte-usa.com

Howard Borenstein, President; Caroline Wolf, Sales & Marketing Operations Director; Mike Steup, Managing Director Sunflex Europe; Nicki Repening, VP of Business Development; Christoph Lasch, Marketing Director

Sunflex USA is the exclusive distributor of the video game brand snakebyte, covering a wide range of video gaming accessories. Sunflex has developed and marketed accessories for all popular video game systems since 1997. Sunflex is also the developer and manufacturer of the brand new unu tab, the clever tablet solution for at home and on-the-go.

TAKE-TWO INTERACTIVE SOFTWARE, INC.
 PMR 511AB

New York, NY
 United States
www.take2games.com

Henry Diamond, Senior VP, Investor Relations & Corporate Communications; Alan Lewis, VP, Corporate Communications & Public Affairs; Steve Glickstein, VP, Digital Sales; Chris Armstrong, Senior Director, US Sales; David Edwards, Director, Channel Marketing & Sales Planning

Take-Two Interactive Software, Inc. is a leading worldwide developer, marketer and publisher of interactive entertainment. The company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, and its common stock is publicly traded on NASDAQ under the symbol TTWO. For more information - <http://www.take2games.com>.


TECHLAND
 2059 SOUTH

Warsaw, Mazowieckie
 Poland
www.techland.pl/en

Przemek Marmul, Business Development Director

Techland is a world-class video games developer for PC, current and next generation consoles.

TECMO KOEI AMERICA CORPORATION

4700 WEST

Burlingame, CA
 United States
www.tecmokoeiamerica.com

Yoshiaki Ogawa, President; Amos Ip, Senior VP & General Manager; Yoshi Ogawa, Sr. Manager, Business Development; Jae Chang, Sales & Operations Manager

Tecmo Koei America Corp. is the North American subsidiary of Japan's Tecmo Koei Holdings Co., Ltd. The company's globally renowned franchises include *Dead or Alive*, *Dynasty Warriors*, and *Ninja Gaiden*. Utilizing the combined strengths of both brands, Tecmo and Koei continue to redefine the action genre with their own unique, distinctive approach.


TEK RECON
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Mississauga, Ontario
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Graeme Bissett, Marketing; Harold Chizick, Public Relations

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 United States
www.telltalegames.com

Dan Connors, CEO, Director, Founder; Steve Allison, Senior VP, Publishing; Richard Igo, Senior Director of Marketing; Job Stauffer, Senior Public Relations Manager

Telltale is a digital first publisher releasing interactive episodic content on a seasonal schedule. Its award-winning internal development studio is responsible for creating landmark episodic content, including 2012's Game of the Year winner *The Walking Dead*.


THEAPPSGAMES
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North Bergen, NJ
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TheAppsGames is a leading global mobile game publisher in South Korea. We perform publisher aggregation services to include localization, monetization and marketing of your game in the Asian and U.S. mobile market. If you're a developer, please talk with us!

TRION WORLDS, INC.

PMR 306A, PMR 306B

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Trion Worlds is the leading publisher and developer of premium games for the connected era. Powered by a breakthrough development and publishing platform, Trion's team delivers high-quality, dynamic and massively social games as live services across the biggest game genres and devices, including *RIFT*®,

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 United States
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Turtle Beach, number one in gaming audio, designs and markets premium audio peripherals for video game, personal computer, and mobile platforms – including its acclaimed line of Ear Force gaming headphones and headsets crafted for Xbox 360, PS3 game consoles and PC games.

TWITCH

235 SOUTH

San Francisco, CA
 United States
www.twitch.tv

Matt DiPietro, VP Marketing & Public Relations; Kevin Lin, COO; Jonathan Simpson-Blint, CFO; Amber Dalton, Director of Marketing & Events; Scott Newton, Advertising Sales

Twitch is the leading video live streaming platform and community for gamers, with more than 30+ million visitors per month watching over 1.5 hours of gaming content each day. Our mission is to connect gamers and developers around the world by allowing them to broadcast, watch, and chat from everywhere they play.

UBISOFT ENTERTAINMENT

1023 SOUTH, PMR 305

Montreuil
France
www.ubisoftgroup.com

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Ubisoft is a leading creator of interactive entertainment products, ranked 3rd independent publisher worldwide with offices in 28 countries. Ubisoft's talented teams have brought to life numerous high-quality, original and immersive worlds for all types of gamers. Some of the group's hit brands include *Assassin's Creed*, *Rayman*, and *Watch Dogs*.

UBITUS INC.

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United States
www.ubitus.net

Derek Chim, CPO; John Rizzo, Senior VP; John Gu, Chief Strategy Officer & CMO

Ubitus Inc., the technology leader in deploying Cloud-enabled rich media services, offers innovative cloud computing solutions for device manufacturers, wired/wireless communication service providers, telecommunication operators and digital content developers.

UNDERWORLD STUDIO INC.

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South Korea
www.kotra.or.kr

VANILLA BREEZE CO. LTD.

447 SOUTH

Mapo-gu, Seoul
South Korea
www.vanillabreeze.com

David Hahn, CEO

Vanilla Breeze is a reputable mobile app and game developer based in Korea. We have four years of multi-platform development experiences with 150+ iOS and Android apps and 38 million accumulative downloads. We're funded by KTB (VC) and Korea Telecom, and we'll be launching 5 new mobile casual/social games during 2013.

VIDEOGAME HISTORY MUSEUM

2723 SOUTH

Valley Stream, NY
United States
www.vghmuseum.org

VIRTUOS

OFMR 6200 CONCOURSE

Shanghai
China
www.virtuosgames.com

Virtuos is one of the largest providers of digital entertainment production services for the video game and movie industries, specializing in 3D art and game co-development for console, online and mobile platforms. Virtuos has more than 1000 staff across Shanghai, Chengdu, Xian and Saigon production centers, and Vancouver, Paris and Tokyo offices.

VISA - PLAYSPLAN GAMES COMMERCE

OFMR 6405 CONCOURSE

San Francisco, CA
United States
www.playspan.com

Robb Lewis, Director of Marketing & Consumer Products - PlaySpan

PlaySpan® provides game developers with a complete monetization platform offering payments, subscriptions and microtransaction solutions for online games. Monetize globally by presenting consumers a geographically optimized payment experience from over 100 payment methods - all through a Single REST API.

VISUALSHOWER CORP.

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Mapo-gu, Seoul
South Korea
www.visualshower.com

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Sunnyvale, CA
United States
www.vivitouch.com

Dirk Schapeler, CEO; David Humphreys, Director of Global Sales & Marketing; Andy Cheng, Director of Marketing; Art Muir, Director System Engineering & Business Development

ViviTouch®, developed by Bayer MaterialScience, produce a one-of-a-kind cinematic sensation that bridges the senses of seeing, hearing and feeling. ViviTouch HD Feel is used in gaming controllers and mobile devices to immerse players in the gaming experience. Vivi-Touch 4D Sound can make headphones come alive by amplifying the experience of hearing.

VOX MEDIA - POLYGON & THE VERGE

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New York, NY
United States
www.voxmedia.com

Nina Sokoler, Director of Events; Callie Schweitzer, Director of Marketing

WARGAMING.NET

601 SOUTH

Nicosia
Cyprus
www.wargaming.net

Mike Turner, VP of Business Development; Chris Cook, Senior Public Relations Manager

Wargaming is an award-winning online game developer and publisher and one of the leaders in the free-to-play MMO market. Founded as a privately held company in 1998, Wargaming has shipped more than 15 titles and employs over 1300 people across such key regions as North America, Europe, Russia, Asia, and Australia.

WARNER BROS. INTERACTIVE

1637 SOUTH

Burbank, CA
United States
www.warnerbros.com

Martin Tremblay, President; Russell Arons, Senior VP, Worldwide Marketing; Samantha Ryan, Senior VP, Production & Development; Debra Baker, Senior VP, Business Development, WBHEG; Kevin Kebodeaux, Senior VP, Sales Americas

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

WETHEFORCE

413 SOUTH

Saltillo, Coahuila
Mexico
www.wetheforce.com

Cesar Molina, Producer; Elizabeth Davila, Manager; Javier Gonzalez, Game Developer Director



Established in 2012 as a new company WeTheForce Studios is a family of talented developers and artists that creates high quality games, with a strong purpose. We love to break the rules to create new worlds, and we follow our great grandfather's quote: "Logic will get you from A to Z, imagination will get you everywhere." A. Einstein

WIHD TECHNOLOGY

317 SOUTH

Sunnyvale, CA
United States
www.wihdrocks.com

Tim Wong, Chairman, WiHD Consortium; Eidy Nodal, Event Program Manager; Amy Hill, Event Program Manager

WiHD technology provides the only Full HD wireless video link with perfect video quality and no gaming lag for a rockin' gaming experience!

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United States
www.witgames.com

Filippo Boccaro, Owner; Tony Llanes, Sales Representative; Oscar Hernandez, Sales Representative; Virginia Perry, Buyer; Jonathan Jackson, Buyer

Since 1994, WIT Entertainment has been a leading wholesale distributor of video games hardware, software and accessory products, consumer electronics, digital media and other entertainment products. We handle Sony, Microsoft, Nintendo, Activision, Ubisoft, EA, Konami, etc.

WIZARDS OF THE COAST

OFMR 6601 CONCOURSE

Renton, WA
United States
www.wizards.com

Elanie Chase, Brand Director Magic: The Gathering; Nathan Stewart, Brand Director Dungeons & Dragons; RE Dallymple, Brand Director Kaijudo; Tolena Thorburn, Sr. Communications Manager; Witney Williams, Sr. Manager Events

The Wizards story is an epic tale of a tiny game company which grew to be a leader in the hobby gaming business and a part of the global Hasbro family. From those humble beginnings arose fantastic new worlds, stories, brands and new play experiences that entertain communities of players through games, novels, comics, TV series, apparel and more.

X-GAMES INC.

2547 SOUTH

Miami, FL
United States
www.x-gamesinc.com

Walter Caridad, President; Fernando del Bosque, VP

With a 7,000 square foot facility based in Miami, FL, X-Games Inc. is a video game logistics company fulfilling distribution needs in the Caribbean, Central and South America. X-Games Inc distributes video games in Latin America for all major publishers (including EA, Ubisoft, Take-Two, Konami, Disney, WB, Namco-Bandai, and Capcom – among others).

XPEC ENTERTAINMENT INC.

OFMR 6413 CONCOURSE

Taipei
Taiwan
www.xpec.com

Gordon Lin, BD Manager (Console & Browser Game); Catherine Hsu, BD Manager (Console & Browser Game); Casper Chou, BD Director (Online Game); John Laredo, BD Manager (Art Outsourcing)

XPEC is a game developer from Taiwan. Products range from console/PC/web/cross platform. Services include a Collaboration project, independent title and IPs for publishing and art outsourcing services. XPEC offers publishers the most comprehensive total solution and well-structured, efficient development pipelines to suit all production needs.

XSEED GAMES

2800 SOUTH

Torrance, CA
United States
www.xseedgames.com

Shinichi Suzuki, President & CEO; Ken Berry, Executive VP; Jimmy Soga, Product Manager

XSEED Games was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

XTREME VIDEOGAMES

2362 SOUTH

Hong Kong
China
www.playxtreme.it

Paola Capuano, Senior Sell Manager; Mauro Russo, Administrator

ZAGG INC

2550 SOUTH

Salt Lake City, UT
United States
www.zagg.com

ZEISS MULTIMEDIA DEVICES

2658 SOUTH, OFMR 6304

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www.cinemizer.com

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The ZEISS brand stands for the highest quality, precision and innovation and has done so over 160 years. We aspire to unite innovation, fascination and tradition and we reflect this in our slogan: "We make it visible." Carl Zeiss is a leading international group of companies operating worldwide in the optical and opto-electronic industries.

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OFMR 6704 CONCOURSE

El Segundo, CA
United States
www.zqgame.com

Michael Zhang, CEO; Shannon Chen, Director of Marketing; K. J. Lin, Producer

ZQGame is an online game company driven to create compelling entertainment experiences across online, mobile, and tablet platforms for the hardcore gamer. The company has raised over 110 million dollars since going public, and opened its first US branch in 2011.

ZYNGA

OFMR 6613 CONCOURSE

San Francisco, CA
United States
www.zynga.com

Zynga Partners Note: We are only taking meetings with developers interested in the Zynga Partners Program. All other inquiries should be directed to <http://developers.zynga.com/partners>. Partner with us and use our expertise and resources in design, development, and marketing of your app or web game on the Zynga Network.



Total War: Rome II

SEGA'S NEW TOTAL WAR AND COMPANY OF HEROES HEADLINE UPCOMING TITLES

CASTLE OF ILLUSION RE-IMAGINED

SEGA of America, Inc. is extending developer The Creative Assembly's long-running, strategy-heavy *Total War* series with *Total War: Rome II*. Its critically acclaimed predecessor, *Rome: Total War*, was released in 2004, and this new installment builds on the series' many well-regarded innovations. Due out September 3 exclusively for PC, *Rome II* has players vying to transform the Roman Republic into the Roman Empire. Gamers can play as one of three prominent families or can choose to take command of various rival civilizations. Each choice offers access to hundreds of unique units, from siege engines and heavy cavalry to steel-plated legionnaires and barbarian berserkers, assuring plenty of depth and countless hours of playability.

"*Total War: Rome II* is the follow-up to one of the biggest games of all time. We think we have done it justice and created the biggest *Total War* title yet," said Rob Bartholomew, Brand Director at The Creative Assembly. "We are massively excited about showing it off on the show floor."

The E3 2013 *Total War: Rome II* demo allows players to pit their forces against Egypt on the banks of the River Nile, contending with African war elephants and scythed war chariots. The game offers gamers a rare opportunity to experience some of history's most colossal conflicts.

Company of Heroes 2 is a new installment in the Relic Entertainment-developed real-time strategy series. Slated for a June 25 release on PC, this new game offers a different perspective on World War II, placing far greater emphasis on the Eastern Front. Players take on the role of a Soviet Red Army commander, entrenched in ferocious frontline warfare to free Mother Russia from Nazi invaders in 1941. The Eastern Front was known during World War II for its brutality on both sides of the fight — making the struggle all the more intense when translated into a video game.

Company of Heroes 2 runs on the Essence 3.0 engine, which increases the quality and accuracy of combat with the True-Sight system (a revamped sight mechanic for fog of war that can

be affected by smoke grenades or darkened areas). The title also offers ColdTech, an innovative and sophisticated system designed to simulate weather patterns. A variety of multiplayer modes, both competitive and cooperative, offer the most full-featured *Company of Heroes* experience yet.

Rounding out SEGA's 2013 lineup is the upcoming digital release of *Castle of Illusion Starring Mickey Mouse* — a complete reimagining of the iconic and beloved side-scrolling adventure first released for the SEGA Genesis in 1990. Coming to Xbox Live

Arcade, PlayStation Network, and PC in summer 2013, the remake is a completely rebuilt version of its predecessor, following the fan-favorite story of Mickey Mouse trying to save Minnie from the evil witch Mizrabel.

"The original *Castle of Illusion* was tremendously entertaining and has a well-deserved reputation as a SEGA classic," said Chris Olson, vice president of digital business at SEGA of America, Inc. "*Castle of Illusion Starring Mickey Mouse* brings this great game to a new generation. Mickey is back — and he looks fantastic."



Company of Heroes 2



Ys: Memories of Celceta

XSEED GAMES

ROLE-PLAYING AND PORTABILITY ARE KEYS THIS YEAR

XSEED Games continues its core mission at E3 2013 to bring the best in Japanese video games to the North American market, with an exciting lineup featuring the latest installments of Japan's most popular series.

First among these is *Rune Factory 4* for the Nintendo 3DS. Farming, romance, and dungeon-delving combat are hallmarks of the *Rune Factory* games, and this latest installment promises to be the longest and most in-depth adventure yet. Players can cultivate their land, develop alliances with other players, and even capture and train a monster to serve as their faithful companion. Arriving in the summer of 2013, *Rune Factory 4* will delight gamers with more of the wide-open, varied gameplay that makes this series so popular.

Speaking of popular: XSEED's *Ragnarok Odyssey* is getting special edition treatment with *Ragnarok Odyssey ACE*, which offers many new features along with a slew of the original game's downloadable content. This version features action-packed role-playing set in a world based on Norse mythology. *Ragnarok Odyssey ACE* is planned for release on the PlayStation Vita (PS Vita) in summer 2013, with an additional release for PlayStation 3

(PS3) set for winter 2013. The title's dual-system release paves the way for cross-platform play, allowing up to four players to challenge each other simultaneously, regardless of whether they are playing on a PS Vita or PS3.

XSEED's lineup at E3 also features *Killer Is Dead*, the latest game from developer Grasshopper Manufacture, the creative talent behind cult hits *Lollipop Chainsaw* and *Killer 7*. Presented in a unique, cel-shaded animation style, *Killer Is Dead* features action-packed, multi-faceted combat, and an intense main storyline that finds protagonist Mondo Zappa piecing together his own mysterious past.

Also coming up is *Valhalla Knights 3*, a new installment in the popular action-role-playing series for PS Vita. Arriving in the fall of 2013, *Valhalla Knights 3* lets players indulge their dark sides, as the ultimate goal of the game is to become an "irredeemable sinner." High-octane action is the core of *Valhalla Knights 3*, but its comprehensive, in-depth character creation system allows for complex customization at the same time. Players can either battle offline, or enter online duels — where beating other players earns "battlefield points" for use in purchasing unique weapons



Ragnarok Odyssey ACE



Killer Is Dead

and other featured items in the main game.

Finally, XSEED brings us *Ys: Memories of Celceta* for PS Vita. Celebrating the 25th anniversary of the renowned *Ys* series of action-role-playing games, *Memories of Celceta* brings original developer Falcom back to re-imagine its classic *Ys IV*. Though highly acclaimed in Japan, *Ys IV* was never translated to English. *Memories of Celceta*

offers North American players their first opportunity to experience the world of *Ys IV* — the largest in the series' history. Additionally, *Ys*' most popular party system returns in *Memories of Celceta*, and with it, XSEED finally gives gamers new and old a chance to experience what they have been missing. *Memories of Celceta* hits stores in summer 2013, kicking off what is sure to be a great year for XSEED Games and its loyal fans.



2013



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www.theESA.com

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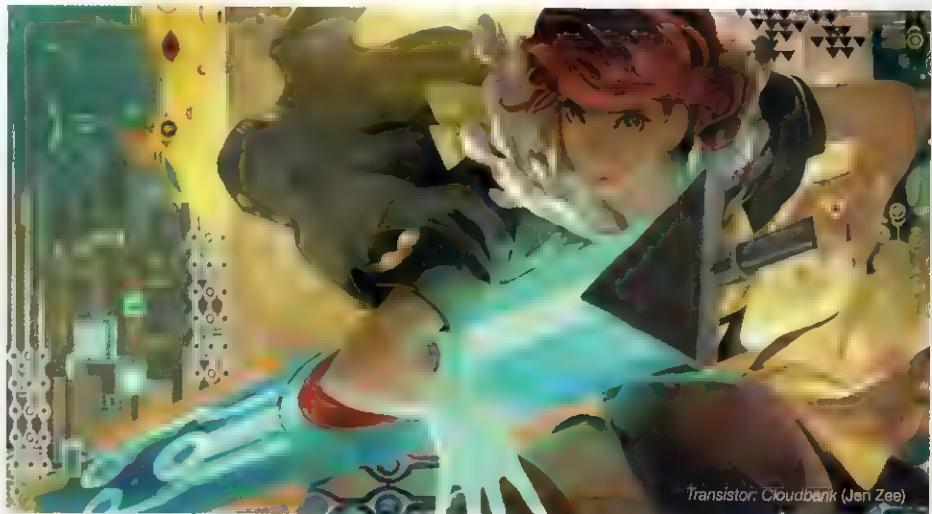
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Transistor: Cloudbank (Jen Zee)

INTO THE PIXEL

EXHIBIT SHOWCASES VIDEO GAME ART AND THE TALENT BEHIND IT



The Last of Us: Remembering (John Sweeney)

Into the Pixel, a project of the Entertainment Software Association and the Academy of Interactive Arts and Sciences (AIAS), is unveiling new art at E3 2013. The collection premieres on the first day of E3 2013, and showcases the best video game art from around the world – and the talented artists who make it. *Into the Pixel* is open to all E3 2013 attendees, and is located in the Concourse Foyer (between the West and South Halls) at the Los Angeles Convention Center from noon on June 11 until the end of the show.

"We are proud to sponsor *Into the Pixel* and shine a light on our industry's remarkable artists," said Michael D. Gallagher, president and CEO of the Entertainment Software Association. "It is this vision and creativity that expands our industry into new markets and develops a new generation of fans."

"Our industry continues to expand with the growing emergence of compelling content from independent, mobile, and free-to-play developers, and the 2013 collection really reflects the incredibly diverse landscape of the interactive community as a whole," says Martin Rae, president of the Academy of Interactive Arts and Sciences. "These pieces run the stylistic gamut, showcasing the varied inspirations of their truly talented creators."

Selections are made by a jury of top talent from the worlds of both video games and fine arts, in an effort to showcase some of the medium's most creative works. "This year's *Into the Pixel* collection features artists who are working across a remarkable range of genres, drawing inspiration not only from the history of art, but from the history of video game art," says Glenn Phillips, principal project specialist and consulting curator at the Getty Research Institute. "These works smartly capture the mood, the story,

the style, and the energy of the games for which they were created."

The exhibit has become the premiere showcase for artistic talent in the industry, and each year, winners are added to a permanent collection of more than one hundred works of art. Last year's exhibit included such diverse works as concept piece for Bungie's *Halo 4* by John Wallin Liberto; Darran Douglas' work for Sony Studio Liverpool's *Wipeout 2048*; Shady Safadi's render from Naughty Dog's *The Last of Us*; and Ben Huen's concept piece "Aria" for BioWare's *Mass Effect 3*. Though a majority of submissions come from the United States, entries over the years have spanned the globe, including artworks from Canada, France, Japan, the United Kingdom, Iceland, and Korea.

"As an artist and game developer, for me *Into the Pixel* has always been a great indicator of some of the best talents working in visual development, in games or anywhere," says Bob Rafel, founder, CEO and visual director of Big Red Button Entertainment. "Viewing the works in their printed format continues to be one of the best reasons to come to E3."

Patricia Lanza, director of talent and content at the Annenberg Space for Photography, adds: "The *Into the Pixel* collection represents a high level of artistry and imagination, masterfully crafted in design and execution."

While computer and video games may be considered a relatively young medium, *Into the Pixel's* stunning collection strikingly demonstrates the high level of creative work being done in the interactive space. This exhibit offers E3 show attendees a sneak peek at what museum-goers will be viewing as classic artworks in the not-so-distant future.

PERIPHERAL VISION

INNEX DEBUTS A BOUNTY OF CLASSIC AND FUTURE HARDWARE

This year at E3 some of the most unusual and innovative hardware releases come in nostalgic packages. Hardware manufacturer Innex, Inc., has unveiled its line of Super Retro consoles and Retro-bit wireless controllers, an assortment of new Game Gadget products, and next-gen gaming peripherals from the likes of PDP, Turtle Beach, GAEMS, BDA, Razer, and Tek Recon.

At the top of the list is the Super Retro Trio — including the SR3, SRA and SR4 models — allowing users to play classic NES, Super NES, Genesis, and Game Boy Advance game cartridges on one system. The company's Super Retro wireless controllers are also on display and are currently available for various retro gaming consoles. The Game Gadget, which comes both in keychain form with 21

built-in SEGA-licensed games, as well as in a handheld version with 33 games, is also on the E3 show floor. Both include MicroSD card slots for game saves and additional downloads, and will retail for \$29.99 and \$59.99, respectively.

Innex is also showing off Tech4Kids' Tek Recon action blaster gun, which fires soft rubber rings up to 80 feet. The Tek Recon incorporates a smartphone app, effectively turning the real world into a video game. A range of Tek Recon blaster sets will hit stores in early September, with prices ranging from \$19.99 to \$39.99.

With its range of hardware and accessories that use today's technologies to take games from the retro to the modern, the Innex booth at this year's E3 beckons show attendees to strut their stuff in every era.

Super Retro Trio



Game Gadget



Super Retro Adapter

TWITCH ANNOUNCES XBOX ONE INTEGRATION

POPULAR CONTENT STREAMING SITE LAUNCHES NEW OPEN DEVELOPER PROGRAM

With more than 34 million unique visitors per month, Twitch is one of the world's most popular communities for video game enthusiasts to share and watch top live-streamed, game-related video content. And now, Twitch is coming to Microsoft's Xbox One,

making it the first next-generation console to employ Twitch's powerful broadcasting tools. Twitch's Xbox Live Gold integration enables seamless live streaming to the player's Twitch channel, and allows for an unprecedented new layer of engagement between streamers and viewers.

Today, Twitch is further enhancing its community with a new Open Developer Program, allowing creators to interface even more directly with the Twitch website and community. Support for Unity video broadcasting and easier access to the Twitch toolkit are just the beginning of what the

Twitch Open Developer Program brings to the table. Developers such as SEGA of America, Grinding Gear Games, Hi-Rez Studios, and CCP Games are among the first to embrace Twitch's powerful new features.

In addition, the company's new software development kit means Twitch's community of gamers and fans will have an unprecedented ability to add statistical depth to their videos, designate highlights, and broadcast live. Instead of simply sharing videos, Twitch's new development kit means broadcasters can embed a vast amount of information within their video streams, attracting diverse audiences and allowing them to create a richer viewing experience. The SDK empowers Twitch broadcasters to easily learn what is popular. This allows savvy broadcasters to swiftly increase their popularity, build a catalog of top highlights, and facilitate a more vibrant community around their own custom-created video content.





GAMES ON THE GO

MOBILE AND ONLINE GAMES BRING BIG BUSINESS

Thanks to its increasingly large and diverse audience, the game industry is expanding like a marshmallow in a microwave. As buzz words like "free-to-play," "downloadable," and "platform-agnostic" permeate consumer and industry consciousness, publishers are adopting more ways to make and distribute games — and at E3 2013, they stand ready to prove it. Within the event's newly created Online & Mobile Game Pavilion, publishers big and small are demonstrating their belief in the future of online

and mobile games by showcasing some of their most creative titles.

The E3 Online & Mobile Game Pavilion is located in the Concourse Foyer of the Los Angeles Convention Center. The pavilion showcases games from 505 Games, A-ONESOFT LLC, Chillingo, Corona Labs, Crocobebe, Disney Interactive, Electronic Arts, GlassUp, Mad Catz, Natsume Inc., NVIDIA Corporation, PlayStation Mobile, SEGA of America, Space Sports, and XSEED Games.

It takes imagination to compete in today's mobile/online market, and who better to do so than Disney Interactive's team of interactive imagineers? Disney features a slew of fun mobile games in the pavilion, including role-playing fighter *Marvel: Avengers Alliance* (available June 13), social drawing game *Scribble-Mix* (released June 6), and new content for endless runner *Temple Run: Oz*.

"Disney stands for amazing, magical characters and experiences," said Bart Decrem, senior vice president of Disney Mobile Games, regarding the company's efforts to take its unique magic to mobile.



"The goal at Disney is to offer amazing, no-compromise experiences that appeal to all sorts of audiences, all around the world."

Along with Disney Interactive, the Online & Mobile Game Pavilion features a host of accomplished video game publishers from around the world. 505 Games showcases its distinct style to the 3D medieval adventure *Knight Storm* for iOS devices (available now). Meanwhile Natsume Inc. brings cute and cuddly to the iOS platform in *Gabrielle's Sweet Defense* and *Gabrielle's Zombie Attack* (both due for release within the next two months), as well as *Reel Fishing Pocket* (due this summer), and *Ninja Climb*. XSEED Games continues the ninja theme with *Ninja Warrior* for iOS, Android, and Kindle.

Andrew Zemke, SEGA of America's director of mobile business development, is excited about the way the development winds are blowing. Zemke expects that in the future "[games will] shift to a live service model to engage more

fans," and says that SEGA is ready for it. "We are working to expand on our existing franchises while continuing to develop new IP," Zemke says. "A great example is the upcoming launch of the Dreamcast classic *Crazy Taxi* on Android, along with the launch of the new *Godsrule* for iOS devices."

Game peripherals maker and Pavilion participant Mad Catz, Inc. is counting on the exponential growth of the mobile video games business. "Mobile games are now mature enough to offer a core game experience to rival those seen on home consoles," said Global PR and Communications Director Alex Verrey. "Mad Catz wants to create hardware which will capitalize on this incredible boom in the mobile space."

Pavilion participants know the mobile and online game market offers many unique opportunities for the future — the most important of which is the capacity for making games of all kinds for the widest audience possible.



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The Global Video Games Industry Network



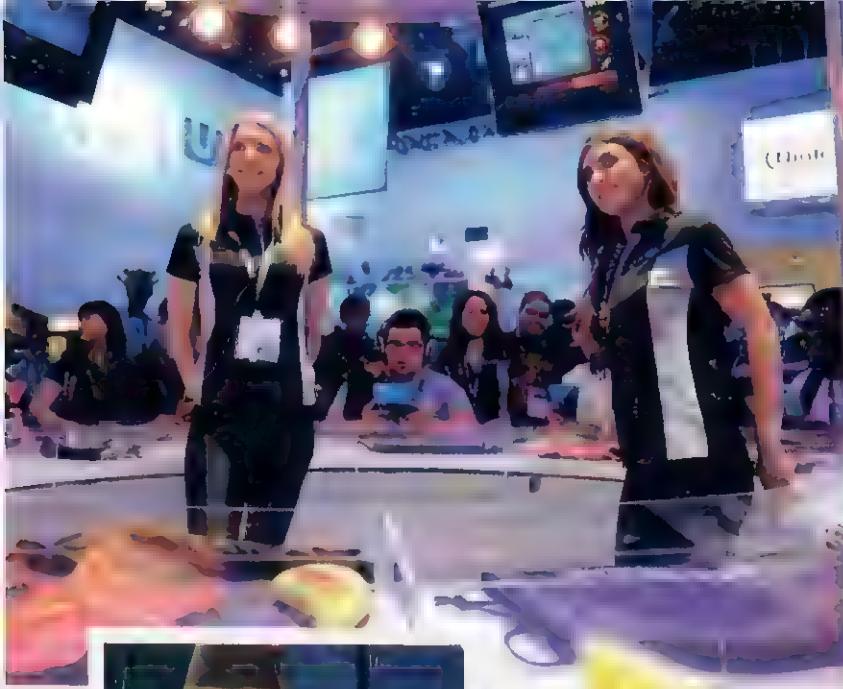
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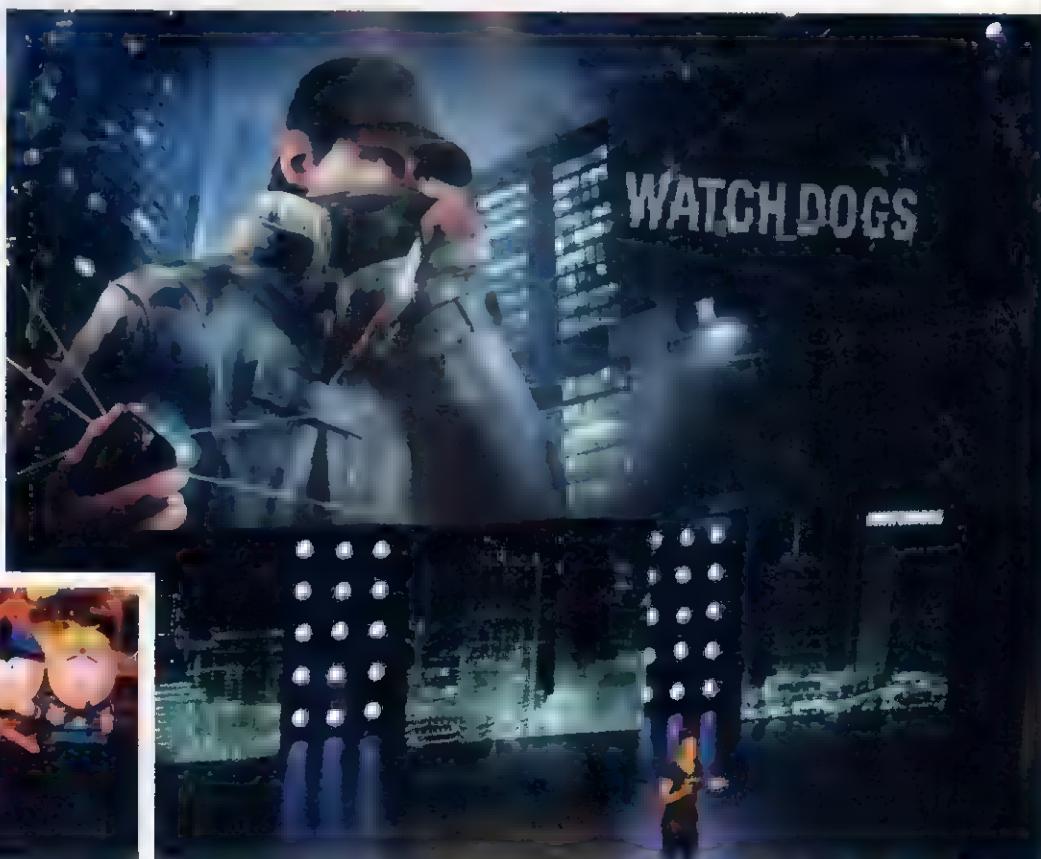
Clockwise from top-left:
Nintendo representatives poised for action; comic book writer and *Spawn* creator Todd McFarlane; actress Aisha Tyler introduces Ubisoft's *Watch Dogs*; *South Park: The Stick of Truth* tells no lies; a peek at Pikachu; *Wonderbook*'s Diggs; *Nightcrawler*



PHOTO GALLERY

FROM THE UBISOFT AND SONY PRESS CONFERENCES, AND E3: DAY 1

For even more exclusive photos straight from E3 2013, head to www.e3insider.com





Clockwise from top-left:
Sony's spectacular stagecraft; Sony's Jack Tretton explains it all; a titanic *Titanfall* mech on display; Sony's Andrew House names the PlayStation 4's price; Alice in Chains lead guitarist Jerry Cantrell rocks out with *Rocksmith 2014 Edition*; Nintendo's Shigeru Miyamoto poses with translator Bill Trinen.



LATE-BREAKING ANNOUNCEMENTS

MORE HOT GAMES STRAIGHT FROM THE E3 SHOW FLOOR

E 3 2013 means plenty of big game announcements – including a few late-breaking titles that debuted during

opening day. In the interest of ensuring that you don't miss any hot titles on display at E3, below is a rundown of the very latest games

unveiled during the show. Please note: These games are in addition to what has been covered in the pages of the *E3 Show Daily*.

Activision Blizzard, Inc.

- *Diablo III* (console version)

ATLUS

- *Etrian Odyssey Untold: The Millennium Girl*

Capcom U.S.A., Inc.

- *Dead Rising 3*

Square Enix, Inc.

- *Final Fantasy XV*

Wargaming.net

- *World of Tanks: Xbox 360 Edition*

Warner Bros. Interactive

- *Dying Light*
- *Mad Max*



SHOWFLOOR UPDATE

COMPANY NAME	BOOTH
17173.COM	2654 SOUTH
2014 FORD FIESTA	5612 WEST
AGAWI INC.	2323 SOUTH
BANDFUSE	PMR 308A
CHILLINGO/100% INDIE	ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)
CIINOW, INC.	OFMR 6808 CONCOURSE
CROCOCBEE	ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)
GLASSUP	ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)
KING	OFMR 6709 CONCOURSE
LIONEL TRAINS	2358 SOUTH
NASA/JPL	WEST HALL LOBBY
NIVAL	OFMR 6609 CONCOURSE
PLAYJAM	OFMR 6408 CONCOURSE
SKARA - THE BLADE REMAINS	2559 SOUTH
VIDEO GAME VOTERS NETWORK	WEST HALL LOBBY

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GamePro Custom Solutions is an award-winning custom publishing agency. A division of the International Data Group (IDG), GamePro is responsible for creating engaging content and web development solutions for marketers and events.

This is **Richard**. He knows it's his job to teach his son **Scotty** what this whole gaming thing is about. The age rating helps him **pick the right games**, but being a good dad means he always wants to know more.

That's exactly what the **ESRB's rating summaries** are for.

Search for a game's rating summary at **ESRB.org**.

Rich H.

Lafayette, IN



ENTERTAINMENT SOFTWARE
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Autograph Session
With
Masayuki Doi

ONE DAY ONLY!
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Mr. Doi, the new principal designer for
the SMT® series, will be signing an
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Masayuki Doi autograph session:

When: Wednesday, 6/12, 3pm-4pm (line-up begins at 2:30)

Where: ATLUS booth, West Hall #5010

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